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Relief From FCC Up to Courts, Congress

Banning of All Option Time a Mystery; House Group Plans January Probe

AN ALL-OUT battle is under way against the FCC chain-monopoly regulations, now reduced to a ban on time options which threatens to cripple NBC and CBS while providing succor for MBS, with both the courts and Congress to be enlisted in the offensive.

While a Nov. 15 effective date faces the networks and all affiliated stations on the time option ban, industry spokesmen optimistically predict a stay, either on the FCC's own motion, through injunctive relief by the courts, or through Congressional intercession. Dislocations that would result to the industry, it was pointed out, are of such far-reaching magnitude that it is felt the Administration would not be disposed to risk such eventualities in these tense times.

Forced Through By Fly

Forced through the Commission under the spur of Chairman James Lawrence Fly by a 4-to-2 vote Oct. 11, the new rules in effect make every station a free agent, since no network may exclusively option time on any given outlet. Stations, however, can have "first call" on the time of a given network but the network would not enjoy the same privilege.

Indefinite postponement of the forced sale of the Blue, which resulted from the furore precipitated by the requirements of the original rules, developed, it is understood, with the consent of the White House. But the banning of all option time found no explanation in any quarter, other than statements by Chairman Fly that it would eliminate the tendency toward monopoly and result in public good.

Close on the heels of the announcements of William S. Paley, CBS president, and Niles Trammell, NBC head, that their networks would appeal from the FCC rulings on jurisdictional grounds, the House Interstate Commerce Committe last Wednesday at a special meeting decided definitely to begin hearings in January on the Sanders Bill (HR 5497) to reorganize the FCC and clearly delineate the limitation of its functions [BROADCASTING, Oct. 13].

Simultaneously, Senator Wallace H. White Jr. (R-Me.), co-author of the existing radio act, took steps to have the Senate Interstate Commerce Committee reconsider his resolution to stop the FCC rampage, which was the subject of hearings last June.

The networks also placed reliance upon statements made to the Senate Interstate Commerce Committee by Chairman Fly in his testimony last June that the Commission would stay the operation of the regulations pending adjudication of the jurisdictional issue. No new statement came from the Commission on this phase, however.

COMPLETE text of FCC supplemental order on chain broadcasting, dissenting report and related statements will be found beginning on page 49.

Delay In Filing Suits

Precisely when NBC and CBS will carry their grievances to court was not indicated, though both network heads said they would promptly institute proceedings. Analysis of the regulations as revised and perfecting of the suits, it was thought, might entail delay until latter October or early November.

It was expected the suits would be brought before a three-judge statutory court, probably in New York, where the networks are headquartered. To be brought in equity, the cases presumably will seek injunctive relief and a stay of the regulations, pending their final adjudication.

Fly-Paley Battle

Bitter exchanges between Chairman Fly and CBS President Paley ensued immediately following release of the amended regulations Saturday, Oct. 11. NAB President Neville Miller also sharply denounced the regulations, with the industry generally (save for MBS) lining up solidly behind the minority opinion of Commissioners T. A. M. Craven and Norman S. Case. [For texts of majority and minority reports plus statements, see page 49.]

MBS officials made no formal statement apropos the regulations, though the network was represented as being "highly pleased".

Broadcasters were pleased with the Commission's decision to issue broadcast licenses for two years instead of one, and with the indefinite postponement of the sale of NBC's Blue network. Utter confusion, however, prevailed over the banning of exclusive time options.

The view most generally expressed was that the large stations in each market would be in a position to pick the choice network programs, with other outlets forced to divide the leavings. While stations would be free agents, and theoretically could decide to work on a "first call" basis with a given network, few broadcasters thought the top stations in each market would be disposed to operate on that basis.

Rough On Sustainers

Deterioration of outstanding programs was also predicted, on the ground that no network would be disposed to spend money on other than revenue-producing features. Moreover, network spokesmen said the national public service feature, so important in the emergency, may be all but blocked out as a network undertaking because networks will not be in a position to option or clear time for nationwide presentations. Commercial time disposed of to other networks or for national or local spot could not be cleared easily or with-

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Fly's Promise to the Senate To Stay Net Rules if Appealed

IRRESPECTIVE of what the courts or Congress may do to forestall the Nov. 15 effective date of the FCC's new rules and regulations applicable to chain broadcasting, attention is focused upon commitments made by FCC Chairman James Lawrence Fly to the Senate Interstate Commerce Committee last June during hearings on the White Resolution.

On several occasions during his examination, Mr. Fly said the Commission would be disposed to stay the operations of the proposed regulations pending the adjudication of the Commission's power.

His statements to the committee become timely now that the die is cast, and the networks have announced their intention of filing suit (though Chairman Fly said he would be "surprised" if litigation were initiated).

Rely on Fly's Promise

Niles Trammell, NBC president, announced Oct. 12 that NBC in good faith and as expeditiously as possible, is ready to appeal the far-reaching questions raised by the regulations. He added:

"We rely upon Chairman Fly's statement that he will stay the operations of these regulations, pending the final outcome of the court proceedings."

The transcript of June 2 reveals that at one point Senator Clark (D-Idaho) asked Chairman Fly:

"If the broadcasting chains that feel themselves aggrieved by your regulations should decide to go into court and test out the question of jurisdiction, or whatever other question might be permissible, I take it from your statement that as long as the court proceeding was undetermined you would not press the matter, even though an injunction or something of the kind might not be obtained from the court. In other words, you would not undertake to force the doing of something that could not reasonably be done within that limit in the interest of the industry. Do I make myself clear?"

To which Chairman Fly responded:

"Yes; I think you are clear. Now, as to the application of these rules to any station or to any

(*Continued on page 58*)

out protest over independent stations which had no responsibility to a given network, it was said.

Moreover, on the sponsor side, industry spokesmen predicted the time option ban would be reflected in an upsurge of national spot and transcription business. They pointed out that the inevitable confusion stemming from free network competition would make desirable spot placements, where stations could be picked in particular markets without regard to network availabilities and where the expense of line charges, loops and connections would not be entailed.

Hearings Planned

As Chairman Fly and the network heads engaged in angry exchanges, steps were taken on Capitol Hill looking toward revision of the Communications Act. Chairman Lea (D-Cal.), of the House Interstate Commerce Committee, called his committee together last Wednesday, Oct. 15. An agreement was reached to hold hearings on the Sanders Bill, as well as any other legislation which might be introduced, looking toward rewriting of the Communications Act. The hearings will be held between Jan. 15 and Feb. 1, it was said, and probably will run three or four weeks, with the committee sitting five days a week.

Chairman Lea stated that ample time would be given the FCC and the industry to prepare for the proceedings, and a date probably would be set in November or December. There was no opposition to the proposal that hearings be held, with the preponderant committee sentiment in favor of revision of the Communications Act, now nearly 15 years old. It was pointed out that terms of the original Radio Act, which became law in 1927, were carried into the Communications Act passed in 1934. During that span, radio has made swift progress and it is felt the law is not abreast of the art.

Whether the committee will seek to have the FCC stay the effective date of the regulations, pending its inquiry, was not indicated, though there was some discussion of such a move. Moreover, there was a possibility the Senate committee might step in, particularly since it has pending before it both the White Resolution to stop the Commission in its tracks until there is a reappraisal of the law, and the White Bill (S-1806) to reorganize the FCC, setting up two separate autonomous divisions of three men each—one to handle broadcasting and related services, and the other common carriers. The chairman would be the executive officer.

The Sanders Bill is similar, in its organization provisions, to the White measure. Whereas the White Bill would clearly define the limitations of the FCC's jurisdiction, preventing it from exercising any control over business aspects of broadcasting stations, the Sanders measure propounds a series of questions dealing with this subject, on which testimony would be sought to shape future legislative policy.

COKES WERE SERVED by Steve Hannagan (left), publicist, to Alfred J. McCosker (center), MBS chairman of the board, and Price Gilbert Jr., Coca Cola vice-president in charge of advertising, during the recent Coca Cola convention in Atlantic City on behalf of its new MBS program.

White To Act

Senator White, immediately following release of the Commission's regulations, sought to confer with Chairman Wheeler on reopening of hearings or reconsideration by the committee of his resolution. Last Tuesday, however, Senator White was called back to his home in Auburn, Me., to attend the funeral of a friend and was gone the balance of the week. It is expected he will take up the matter with Senator Wheeler early this week.

A consistent critic of the FCC because of its purported unauthorized forays into fields purposely closed to it, Senator White said he seriously questioned the Commission's power to issue the regulations. He declared he would ask Chairman Wheeler to reconvene the committee as soon as possible, either to act on his resolution or on his bill to reorganize the FCC. In his resolution, he asked that the FCC regulations be stayed until such time as Congress investigated the whole subject of its jurisdiction, contending that the rules "constitute an attempt upon the part of the Commission to exercise a supervisory control of the programs or the business management of the policy to be employed by radio broadcasting stations".

The FCC majority sugar-coated its Saturday afternoon announcement of the modified rules with the statement that they were designed to achieve "a greater measure of stability throughout the broadcasting industry". Chairman Fly announced the Commission "will always stand ready, upon any appropriate showing, to review the rules in the light of actual operations".

The Craven-Case minority, however, reiterated previous objections to the original report, when issued last May, holding that they exceeded the Commission's power and that the public interest would be hurt rather than helped.

Talk in the majority's report of "non-exclusive options" was branded as "deceitful". There can be no such thing as a non-exclusive option, it was argued.

On Friday, Oct. 10, the day preceding release of the modified regulations, rumor was rampant that Chairman Fly had conferred with the President on them. He did not have a date at the White House, however, and it was thought he probably had discussed the matter with the President by telephone.

It is understood, also, that at the Commission meeting on Saturday, at which the rules were adopted, considerable discussion was precipitated over "indefinite postponement" of the rule requiring NBC to dispose of the Blue. Chairman Fly, it is understood, insisted upon use of the phrase "indefinitely postponed", over the opposition of Commissioner Walker.

SARNOFF SEES FDR
But Talk Centered About Radio and Defense

THAT NBC will appeal to the courts for a review of the legality of the FCC chain-monopoly regulations was reiterated by David Sarnoff, president of RCA and chairman of the board of NBC, following a luncheon conference last Tuesday with President Roosevelt.

Mr. Sarnoff said he did not discuss with the President the matter of the new regulations but that he responded to an invitation to review the use and development of radio for defense purposes. A colonel in the Signal Corps Reserve, Mr. Sarnoff spent an hour-and-a-half with the Chief Executive, and he indicated the application of radio to Army and Navy activities was the primary topic, with civilian defense radio also embraced in the conversation.

Apropos the FCC's chain regulations, Mr. Sarnoff said that the statement of Niles Trammell, NBC president (see page 5[illegible]), represents the position of NBC. "We will appeal to the courts for a review of these regulations", he said.

The bulk of the 16-page repo of the majority dealt with the co traverted time option rule. Th proved the only point in real co troversy during the long-drawn-o negotiations between Chairman F and the network executives, whi followed the June hearings on th White Resolution. The majori went to great lengths in justify ing its position, striking at th hold of NBC and CBS over affilia operations.

The Minority

Following release by the Crave Case minority of its report e pressing fear that the natio radio service "may be seriously i paired at a time when efficie service is most needed", Chairma Fly issued a second press releas In this he reiterated that the co trolling objective of the amend ments was to achieve greater stabil ity. He talked about the benefi accruing from the two-year licen period and the suspension of th rule requiring NBC to dispose the Blue.

After Mr. Paley had launche his attack upon the rules and ha charged that Chairman Fly ha been willing to make greater co cessions than those announced t the major networks, if they agree not to contest the Commission jurisdiction, Chairman Fly issue a third statement, asserting tha the regulations contained "gener ous modifications not even di cussed with Mr. Paley", an charged that CBS had consisten ly refused to submit to any for of regulation.

This brought another rejoinde from Mr. Paley that "Columbia reputation is in its own keeping not in Mr. Fly's", and that he di not believe "demagogic charge that we defy lawful and prope regulation will fool a public tha has known us all these years".

Chairman Fly followed up his at tack on the networks at a pre conference last Monday, Oct. 1 He said he would "be surprised i anybody goes to court" on the regu lations, reiterating his view tha the rules should be given "a actual trial through operation".

That 'Pressure' Crack

He said that most reaction ha been "quite favorable" and that " considerable degree of optimism had been expressed by responsibl persons in the industry and th Government. "We've got the basi of stable operations here, partic larly in view of the open door po icy", he asserted.

Asked about Senator White comment that he would reques hearings on his bill or reconsidera tion of his resolution, Chairma Fly said it was his impression tha "that is all over". He said th matter had been completely di cussed and argued "all over tow and now it's time to get down t brass tacks and see how it wi work, not in terms of extrem

(*Continued on page 57*)

ASCAP Modifies Provisions on Logging

Quick Return of Music Is Seen; Nets Ready

See Regional Meeting on Page 14

APPROVAL in toto of modifications in the station per program contract worked out in Chicago earlier in the week by ASCAP officials with officials of the newly-formed Independent Broadcasters Inc., was announced last Thursday by the ASCAP board of directors. These were said to clear up all objections raised to logging and reporting provisions, among others, making them less onerous.

At a meeting Friday at ASCAP headquarters in New York, Ed Craney, KGIR, Butte, a member of the IBI copyright committee, William J. Scripps, WWJ, Detroit, acting secretary of IBI, and Walter J. Damm, WTMJ, Milwaukee, perfected a letter covering the changes. They met with John G. Paine, ASCAP general manager, and E. Claude Mills, chairman of the administrative committee.

A letter covering the changes promptly was sent air mail to all stations Friday night (Oct. 17) by the committee, along with a covering letter from ASCAP. It was made clear that the changes were in the nature of interpretations, to be appended to the contracts. Mr. Craney procured approval of E. C. Pulliam, WIRE, Indianapolis, IBI acting chairman, and Hoyt C. Wooten, WREC, Memphis, copyright committee member.

It was explained to stations that this completed the committee's work on this phase of the problem and that it therefore would be unnecessary to call another IBI meeting for ratification.

Quick Action Seen

With the acquiescence of ASCAP to the wishes of broadcasters who have rebelled most strenously against ratification of the network ASCAP licenses, predictions were made that these contracts will be signed within the next few days and that ASCAP music will be back on NBC and CBS "before the end of the week".

Officials of both NBC and CBS reported Friday that approximately 75% of their affiliates already had agreed to rebate to the networks 2¾% of their revenue from commercial network programs, to enable the chains to restore ASCAP music. It was deemed likely that granting of their demands for modifications in station contracts would lead most of the stations to give their approval to the network contracts, since what is held to be a feasible "pay-as-you-play" method now has been perfected.

With this favorable prospect, the ASCAP board again gave blanket permission to all networks and stations to use the Society's music as desired in connection with the broadcasts of football games during the weekend, the fourth successive week such permission has been granted. At a special meeting earlier in the week the board heard the plea of Saul Bornstein, general manager of Irving Berlin Inc., for reconsideration of its veto of the release of the score of the Disney picture "Dumbo" [BROADCASTING, Oct. 13], but permitted its rejection to stand unaltered.

Meanwhile, Southern Music Co., which recently secured the score of the RKO picture "Playmates" and made it available for use by all broadcasters whether ASCAP licensees or not, repeated the process with another RKO picture, "Four Jacks & A Jill", in each case the publishing house, which is an ASCAP member, secured the consent of the writers, as required under the consent decree, and notified ASCAP of its intention of licensing without charge all broadcasters without ASCAP licenses.

Film Rebellion

The agreement on per program contract changes was reached tentatively at a conference last Wednesday in Chicago, attended by members of the IBI copyright committee and the ASCAP officials [see page 14]. It is said to comply with virtually every suggestion advanced from the floor of the IBI meeting on Tuesday as conditions precedent to full acceptance of the much-revised ASCAP proposal for return of its music to the air.

It was freely admitted prior to the final conversations with the ASCAP executives that unless some agreement was consummated by Oct. 20 ASCAP would face a serious reorganization. Several of the more important publisher members, notably those owned by motion picture producers, were said to have decided to get performance of production numbers on the air with or without ASCAP because of the exploitation value reflected in their box-office receipts.

WET ASSIGNMENT greeted Sieg Smith (left), special events announcer of WIS, Columbia, S. C., as he covered Army maneuvers. Aided by a private who held camouflage branches and radio equipment, Smith described destruction of a pontoon bridge.

Tacit agreement on the changes was reached at the conference at the Drake Hotel Oct. 15, attended by Messrs. Mills and Paine for ASCAP and by Messrs. Craney, Eugene Pulliam, WIRE, Indianapolis, temporary chairman of IBI; Hoyt C. Wooten, WREC, Memphis, and Stanley Hubbard, KSTP, St. Paul, members of the IBI copyright committee. Others present were John Shepard 3d, president of Yankee-Colonial Networks, and Walter J. Damm, WTMJ, Milwaukee.

The memorandum on modification reminded that time "is of the essence" and that the IBI committee would do everything possible to expedite earliest consideration of the revised proposals by independent stations.

Aside from the changes accepted in the station contracts, it was agreed the IBI committee, representatives of ASCAP and representatives of the transcription companies would meet as soon as possible to work out a clearance-at-the-source formula for transcriptions. No date for the meeting has been set.

Contract Changes

Modifications in the station contract, approved in substance, were as follows:

(1) Warranty covering foreign repertoire—It was understood that upon application from a broadcaster, ASCAP will clear or refuse to clear a definite composition or list of compositions for a particular program or programs. If cleared, ASCAP's warranty fully applies for the particular cleared use only. ASCAP will endeavor as expeditiously as possible to adjust the entire foreign copyright situation and will in the meantime endeavor to secure a definite warranty covering the entire repertoire of the British Performing Rights Society.

(2) Music logs under per-program licenses—To comply with objections made by the broadcasters to the burden imposed upon stations incident to fulfilling requirements for musical logs as to both sustaining and commercial programs, it is agreed that Clause 5 of the "local station program commercial license" be interpreted so the rigid requirements calling for minute description of each number performed are eliminated. Also, the requirement that FCC logs be supplied to ASCAP is eliminated.

As to reporting all library transcriptions, manufacturers will furnish ASCAP complete detailed lists of numbers recorded, showing the serial number of the transcription and a complete list of the numbers recorded. As to such transcriptions, stations may report simply the serial number of the record, name of the manufacturer and number of the cut which was played. As to transcriptions not so reported by the manufacturer to ASCAP, the station will be obliged to furnish full details of titles, names of composers, authors, etc.

As to ordinary commercial phonograph records, if listed to stations on customary service reports, it will be sufficient for the station to report manufacturer's name or brand, serial number and side of record played. If, however, ASCAP has not listed the record on its usual service reports, the station is required to list the full details shown on the label.

Sustaining Programs

Detailed reports on compositions played on sustaining programs will not be required if the station has either a blanket sustaining license or no sustaining license. In the latter instance, however, if an ASCAP composition is discovered to have been played on a sustaining program (not licensed), it may be regarded as an infringement and treated accordingly. It is clearly understood that if a station has a "per-program" commercial license, it reports only on music used on commercial programs, or if only a "per-program" sustaining license it reports only on music used on sustaining programs.

(3) Use of music at football games—Special consideration must be given to work out a plan for temporary regional networks set up for occasional broadcasts of football games. Otherwise, it was agreed that the terms of the contract as stated are acceptable. It was agreed that such temporary networks must be regarded as chains and fees paid in respect of broadcasts over them must be paid at the source. It was agreed that for these special setups stations will furnish or make a special written application setting forth details, such as listing of stations to be interconnected, amount to be paid, etc., and apply for particular

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Agreement Is Reached In AFM's Walkout

Sustainers Upset By Pittsburgh Discord

At 7:30 p.m. Friday as BROADCASTING was going to press, it was announced in New York that an agreement with AFM, ending the walkout and permitting immediate resumption of normal operations, had been reached.

ATTEMPTS of the American Federation of Musicians last week to speed a settlement of the strike of staff musicians at WJAS and KQV, Pittsburgh, by curtailing the supply of music available to these stations from their networks—CBS and NBC-Blue, respectively—produced one of the most mixed-up situations in radio history, with union and network executives issuing completely contradictory statements.

Practically the only point on which AFM and network spokesmen agreed last Friday was that negotiations had been resumed Thursday in Pittsburgh between the stations and the AFM local in that city and that every effort was being made to effect an early settlement. Situation was complicated by the absence of H. J. Brennen, owner of both stations, who was confined to his bed in Chicago after a gall bladder attack suffered Tuesday, his physician refusing to allow him to return to Pittsburgh. G. S. Wasser, general manager of WJAS-KVQ, and R. M. Thompson, commercial manager, were handling the negotiations for the stations.

Substitute Sustainers

While negotiations in Pittsburgh continued, AFM also continued its plan of curtailment by calling the 130 staff musicians at WEAF and WJZ, NBC New York key stations, from all sustaining program work at 3:15 Friday afternoon. Network officials reported program service "continuing as usual" and stated they had arranged a line-up of substitute programs, both from New York and from the NBC affiliates throughout the country, which would be more than ample to fill vacancies in the network schedules created by the withdrawal of the New York musicians.

In pulling their men from New York, AFM had by Friday evening cut off all musical network sustainers on CBS and NBC Red and Blue networks originating from New York, Chicago and Hollywood, and for NBC only from San Francisco. These are the network key cities from which most of their program originate, but before a complete blackout of sustaining music on these networks can be secured Mr. Petrillo will have to remove his men from the studios of every NBC and CBS affiliate in the country, it was stated.

As BROADCASTING went to press industry circles were wondering what the next move would be. All AFM officials were reported to be "out of the office" and could not be reached, but it was believed unlikely that the union would stop its application of pressure on WJAS and KQV until a settlement is reache. It was expected Mr. Petrillo would not hesitate to take action against commercial programs if he should consider that further step necessary to achieve a victory in Pittsburgh.

Various Versions

Confusion over details extended even to the cause of the dispute. According to one account, WJAS had agreed to employ a staff orchestra for 44 weeks and maintains that it has fulfilled that contract, while the union maintains the band has played only 29 weeks since the starting date of the contract.

Another version is that the orchestra worked 15 weeks before the contract was signed and that the union is now asking for an increased number of men, while the station insists that no such request is proper until 44 weeks after the date of the contract.

KQV has not recently employed a staff band, but after its affiliation with NBC-Blue Oct. 1, the union is reported to have demanded that KQV engage a band as large as that at WJAS, which the management rejected as unreasonable since KQV's income is much less than that of the other station.

Following the action of the local union in calling a strike against the stations, the national AFM office asked CBS and NBC-Blue not to feed the stations with any remote dance band pickups and as a result such pickups were withdrawn from both networks Oct. 8 [BROADCASTING, Oct. 13]. When no settlement had been reached early last week, the AFM announced Wednesday that it had ordered all musicians employed at network key stations not to play for any sustaining network programs, as a further means of depriving struck stations of musical programs.

First station affected was WABC, CBS key station in New York, whose staff orchestra walked out at 4 p.m. Wednesday, necessitating a substitution for the Columbia Concert Orchestra broadcast scheduled at that time. WBBM, Chicago, and KNX, Hollywood, are other CBS stations which lost their staff orchestras for sustaining programs at midnight Wednesday, when the musicians at NBC's stations in Chicago, Hollywood and San Francisco were also pulled. Strangely enough, however, staff musicians at WEAF and WJZ, New York, were not called out and on Friday were still supplying music for the Red and Blue stations throughout the country, including KQV.

When this was pointed out to AFM, a union official stated the men had been called out and if they were still at NBC they were not working, and finally if they were playing it was for local programs only and no network sustaining musical programs were going to the Pittsburgh station. "We are checking Pittsburgh and those stations are receiving no network music except on commercial programs," he declared. This statement was emphatically denied by executives at both CBS and NBC, who said that studio programs from various affiliated stations where the house orchestras were still on duty were being fed to their networks and so to WJAS and KQV, although they could not state positively that these stations were broadcasting those programs.

Why NBC's men in New York were still working and why the men in other cities had been ordered not to play for Red network programs as well as for those on the Blue were unanswered questions at the weekend. But these were merely part of the general confusion, which began as soon as the union started to withdraw its men. In Chicago, the staff orchestra at WBBM, CBS outlet, was called at noon Wednesday, but returned that evening to broadcast a half-hour program at 11 p. m., going out officially at midnight. Conductor of the WBBM orchestra is Caesar Petrillo, brother of James C. Petrillo, national president of AFM and also head of the union's Chicago local.

Played in Washington

One explanation advanced for the failure of AFM to call out the 130 staff musicians at WEAF and WJZ, NBC stations in New York, was that this act would have necessitated canceling the final broadcast of NBC's *Good Neighbors* series Thursday evening.

Final program originated from the Pan-American Union in Washington before an audience which included diplomatic representatives of the 21 American republics

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AFRA Extends Practice Code, Drawing NBC, CBS Protest

AMERICAN Federation of Radio Artists on Oct. 15 put into effect changes in its code for commercial network programs, extending its provisions to cover originations from five new cities in addition to the original four and establishing a minimum fee for cut-in announcements, evoking immediate letters of protest from CBS and NBC.

No protest was reached from MBS nor from any advertising agency, according to Emily Holt, executive secretary of AFRA, who expressed surprise that the networks, which themselves produce only a few commercial programs and those only from the four major cities covered in the original code, should protest a situation which the advertising agencies who produce the programs involved have accepted without comment.

Affects Three Stations

Code originally applied to network commercials originated in New York, Chicago, Hollywood and San Francisco. Since last Tuesday it has included such programs coming from Cincinnati, Cleveland, Detroit, St. Louis and Washington, D. C., setting minimum fees for those cities at 20% below the minimums set for the major origination points. Since this differential scale has already been put into effect at all stations in cities where AFRA has contracts, the extension actually affects network programs from only three stations, Mrs. Holt explained—WCKY, CBS outlet in Cincinnati; WJR, CBS outlet in Detroit, and WOL, MBS outlet in Washington. All other network affiliates in the five cities are operating under individual AFRA contracts, she said, so that in extending the code AFRA is merely taking a short cut to effect uniformity for network commercials nationally.

For cut-in announcements made locally on network commercial broadcasts, the union has established a minimum fee of $5, to apply at all network affiliate stations except those which have AFRA contracts setting a higher minimum fee.

Network protests were sent to AFRA following a meeting of the radio committee of the American Assn. of Advertising Agencies Oct. 10 to discuss the code alterations, of which AFRA had notified all producers of programs under the code in a letter dated Oct. 4 [BROADCASTING, Oct. 6]. Copies of the network protests were also sent to these agencies.

Last week brought no new developments in the AFRA negotiations at WFAA, Dallas, and KGKO, Fort Worth, Mrs. Holt stated, explaining that none was expected until the arrival of Vic Connors, AFRA field representative. Hyman Faine, AFRA field man who is setting up new headquarters in Boston, is expected to visit Rochester in the near future. Mr. Faine will also extend his activities to a number of southern New England cities from which the union has received inquiries from announcer-actor groups of various stations.

YES, CHIEF
IT'S TRUE!
Few Stations Dominate Their Markets as WKY Dominates Oklahoma City
staples.

"Don't ask me where I got the dope, Chief, but there's no question about it . . . WKY is miles out in front in Oklahoma City! Not only that, Chief . . . it's actually right up at or near the top in rating among NBC-Red stations in 31 leading U. S. markets.

"Take afternoons from 3 to 5, for instance: WKY has the highest rating of the whole 31! During other periods of the day it's 2nd, 3rd, 4th, 5th . . . never lower than 7th among those 31 stations!

"The other Oklahoma City stations? Oh, them? They don't even come close to WKY at any time of day!

"That sort of puts WKY out in front, doesn't it Chief? No wonder they say 'It's WKY 3 to 1 in Oklahoma City.' I guess you know where to put your business now, don't you Chief?"

WKY
OKLAHOMA CITY

Owned and Operated by The Oklahoma Publishing Co.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver *(Affiliated Mgmt.)*
Represented Nationally by the Katz Agency, Inc

Superpower, Clear Channels Slated for Early FCC Probe

REAPPRAISAL of the clear-channel policy, embracing possible allotment of superpower to a selected group of Class I-A stations, largely as a national defense measure, is expected to be the subject of a hearing soon to be called by the FCC.

A technical study on relocation of clear channel stations, prepared by the FCC engineering department, was discussed at the FCC meeting last Tuesday and passed over for further consideration—possibly this week. It is understood to cover the pros and cons of retention of clear channels, or of breaking them down, in the light of improvement of broadcast service throughout the country.

Maximum Service

One phrase of the report is understood to discuss at length the virtues of a new allocation structure which would embrace some 25 superpower stations of 500,000 watts or more, strategically located to provide maximum service. By and large the report concludes there would have to be a full-scale reassignment of clear channels to set up such a structure, without regard to economic considerations but based solely on geography. Clear channels on the East and West Coasts would be eliminated entirely, since presumably maximum coverage could not be supplied with superpower at present locations.

Because of the controversy over clear channels and superpower, it is expected the whole issue must be set for hearing. There are now pending a half-dozen applications for power of 500,000 watts or greater on clear channels, with several other licensees contemplating revision of applications pending since 1936, to make them conform to current procedures.

Indicative of the FCC's apparent desire to move slowly on the superpower issue was its action last Tuesday in designating for hearing the application of W8XO, experimental superpower transmitter of WLW, seeking changes in the transmitter to increase maximum operating power from 500,000 watts to 750,000 watts. The station operates with 500,000 watts during the early morning hours. WLW also has pending an application for increase in regular broadcast power to 650,000 watts.

On the other side of this picture are a batch of applications seeking a breakdown of East-West Coast clear channels, which forcibly placed before the FCC the whole question of redefinition of policy. Breakdown of the 850 kc. channel through granting of fulltime to WHDH, Boston, over the protest of KOA, Denver, dominant station on the wave, is regarded as the first step in the direction of a change of policy.

There now is pending, also, the application of KGIR, Butte, Mont., operated by Ed Craney, for a Class I assignment on 660 kc., the clear channel occupied by WEAF, New York, NBC-Red key. Mr. Craney seeks a I-A assignment on the channel without a directional antenna and proposes to reduce the status of WEAF to a I-B or II station. He seeks amendment of the existing regulations.

Wheeler Resolution

Another complicating factor is the so-called Wheeler Resolution, adopted in 1938, expressing it as the sense of the Senate that power in excess of 50,000 watts should not be granted any standard broadcast station. The Commission, it is believed, would be loath to authorize power in excess of that output until there is a new expression from the Senate. It is felt the facts would have to be presented to the Senate before any alteration of existing policy.

The clear-channel study, with emphasis on geographical location and coverage rather than the ability of the particular markets to support superpower stations, was ordered several months ago by the Commission at the instigation of Chairman Fly. While it has been discussed at several recent Commission meetings, the voluminous report of the engineering department, presented by Chief Engineer E. K. Jett, did not come up for official scrutiny until the meeting last Tuesday.

TELETYPE INQUIRY ORDERED BY FCC

FCC last week, on its own motion, ordered an investigation into the "lawfulness" of rates, charges, classifications, regulations and practices of the AT&T interstate and foreign press-private line teletypewriter service. Hearings will be held in Washington.

The investigation is the outgrowth of a complaint filed last January with the Commission by Transradio Press [BROADCASTING, Jan. 20], charging that AT&T rates for this type of service are unreasonably high; that the ratio between the charges for 60-word service and 40-word service is unreasonably high and that the ratio between the charges for duplex (two-way) and simplex service is unreasonably high. The complaint also pointed out that the present rates were set in 1916 and there has been only one reduction since then, this resulting from a change in the method of computing mileage.

AT&T in February denied [BROADCASTING, Feb. 24] Transradio's charges and asked the FCC to dismiss the complaint. No action had been taken on the Transradio charges until last week when the investigation was announced.

INVISIBLE FLASHLIGHT was used to shoot this photo during a blackout. Warde Adams, assistant program service manager of WRVA, described a mock air raid, with the photographer using an infra-red flash bulb of the type which was developed in London.

GROSS ENDS STUDY OF BRITISH RADIO

GERALD C. GROSS, assistant chief engineer of the FCC, returned to his desk last Tuesday after six weeks in England to study the use of radio in war time. He made the trip with Robert E. Sherwood, assistant to William J. Donovan, coordinator of information for the President.

Returning to this country by clipper, Mr. Gross said he would submit a report to Col. Donovan on his observations. It is expected Mr. Gross' report will cover technical details, while that of Mr. Sherwood will relate to other factors in connection with use of radio in England.

The two officials surveyed activities throughout the nation during their six-week trip. It is assumed certain phases of British radio operations and intelligence methods will be adapted in planning of both the Donovan office and the Defense Communications Board.

Dr. Pierce's Spots

PIERCE'S PROPRIETARIES, Buffalo, through H. W. Kastor & Sons Adv. Co., Chicago, has placed one-minute spot announcements 5-10 times weekly for Dr. Pierce's Favorite Prescription on WGR WHAM WHP WEEU WFIL WGBI WBAL WTAR WDBJ WRVA CKLW WOOD-WASH WCAR WCFL WISN WGAR WPIC KQV WMMN WLW WLAC WNOX WDOD WGST WMAZ WTOC KWK KXOK WDZ WOC WHB KWTO WIBW; also, one-minute announcements five to six times weekly for Dr. Pierce's Golden Medical Discovery on WHAM WKBW WSYR WCAU WHP WGBI WPIC KQV WSM WNOX WOW WHB KWTO WBAL WTAR WDBJ WRVA WJR WLS WISN WGAR WHK WMMN WWVA WCHS WSB WBT KMOX WIBW KERN KMJ KWG KFBK KOH KSAN KMED KSLM KXL KELA KRSC.

WKNY, Kingston, N. Y., on Nov. 15 joins MBS as the network's 184th affiliate. Owned by the Kingston Broadcasting Corp., the station operates on 1490 kc., 250 watts unlimited.

Beaumont Begins Spot Drive for 4-Way Tablets

BEAUMONT Co., St. Louis (Four-Way cold tablets), on Oct. 9 started a schedule of one-minute announcements 3 to 21 times weekly on WSFA KFI WDAF KPO KROW WTIC WRC WOL WJAX WIOD WFLA WMAQ WCFL WIND WIBC WIBW WWL WBAL WCAO WEEI WNAC WSAR WLAW WJR WOOD-WASH WJDX WHB KXOK WCAU KWTO WOW WBEN WOR WHN WSYR WCPO WTAM WGAR WKY KVOO WHP KYW WDAS WPRO WCSC WIS WMC WFAA KWFT KSL WTAR WDBJ WCHS.

Beaumont also has started 30-word announcements six times weekly on KNX, Los Angeles, 14 times weekly on WLW, Cincinnati, five times weekly on WCAU, Philadelphia; 50-word announcements 14 times weekly on WBT, Charlotte, N. C.; 100-word announcements four times weekly on WTMJ, Milwaukee; quarter-hour programs one to six times weekly on KARK WMAZ WMAQ WBBM WHO WWL KWKH WJR WCCO KWK WEAF WLW KDKA WMC WSM KGKO KTRH WRNL; five-minute programs three to six times weekly on WOR WTAM WGY KSD WWL WSB KOA WAPI; ten-minute programs three times weekly on KSD, St. Louis, and WSM, Nashville. Agency is H. W. Kastor & Sons, Chicago.

Paramount Single

PARAMOUNT PICTURES, New York, has purchased a 70-station MBS hookup 9-9:30 p.m., Saturday, Nov. 1, for a special broadcast in connection with the premier of "Birth of the Blues". To originate in the studios of KHJ, Los Angeles, the program will feature Bing Crosby, Mary Martin, Brian Donlevy, Caroline Lee and Dave Rose's orchestra. Agency is Buchanan & Co., New York. Last week United Artists Corp., New York, used a 15-station MBS hookup, Thursday, 11:30-12 midnight, for a program from the lobby of the 4-Star Theatre, Hollywood, during the premiere of the film "Sundown". The Los Angeles office of Buchanan handles the account.

Elgin's Plans

ELGIN NATIONAL WATCH Co., Elgin, Ill., will return to network radio for the first time since 1936 with a series of four programs during December, starring Shirley Temple in a group of Christmas plays to boost the sale of Elgin watches during the holiday season. Programs will be heard Fridays, Dec. 5, 12, 19 and 26, 10-10:30 p.m. on 65 CBS stations during the seasonal layoff of *Hollywood Premiere* sponsored by Lever Bros. for Lifebuoy, which occupies that spot the remainder of the year [BROADCASTING, Sept. 22]. Rest of cast and orchestra have not been picked, according to William Esty & Co., New York, the agency.

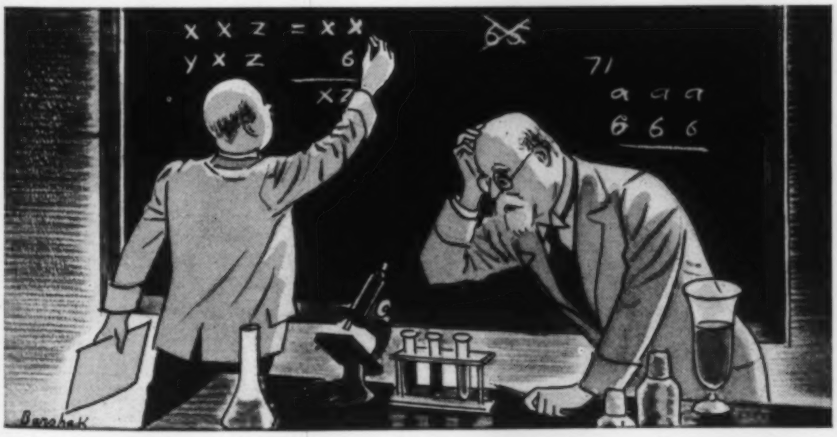
FOR THE THIRD successive year, WNYC, New York's municipal station, is broadcasting three of the West Army football games from the West Point field, with Joe Hasel as announcer.

"Science says I Cheated!"

... BUT NANCY BOOTH CRAIG, WJZ's FAMED "WOMAN OF TOMORROW" FINDS A WAY TO PUT 45 MINUTES INTO A HALF-HOUR ... MORE OR LESS!

1. **"WOULD-BE SPONSORS SNORTED** when I explained that we couldn't pack more than a bare 30 minutes into *any* half-hour! There *must* be a way, they insisted: Call in the Scientists! You see, they wanted to participate in *The Woman of Tomorrow* 9 to 9:30 morning program on WJZ . . . and we *had* all the sponsors we could really talk about in 30 minutes! Besides, *The Woman of Tomorrow* is a *very short* half-hour (our listeners tell us) . . . one of the shortest on the air! We've been sold out for some time!

2. **"THOUSANDS AND THOUSANDS OF WOMEN** had been writing in for months about the products I mentioned, these indignant late-comer buyers reminded me. They wanted to get *their* products in. Edgewise, even! They were very flattering. They said I had a Golden Touch that had skyrocketed sales for over 40 sponsors, in the world's richest market. They said females *simply stormed* the stores, after hearing *The Woman of Tomorrow! Do* something, they added . . . or ELSE!



3. **"SO SCIENCE TO THE RESCUE** . . . but Science *failed.* And then—I worked it out all by myself! Like this: We've added ANOTHER QUARTER-HOUR! From 12 noon to 12:15, Monday through Friday, in fact! Maybe that's not exactly the same as getting 45 minutes into a half-hour. Science says I cheated . . . but it *works,* doesn't it—? And besides—*noon* time is a *grand* time* to reach women! Already, some new contracts have been signed for this new period . . . but there's still room for a *few*** non-competitive products, as we go to press!"

*Nancy's right—80% of all women in the area are available for listening, 12 to 12:15 P.M.

**Nancy's right again—but better work fast! Phone or wire your nearest NBC Spot Sales Office. First come, first served!

1921—1941

WJZ

NEW YORK'S
PIONEER STATION

50,000 WATTS • 770 KC.

KEY STATION OF THE NBC BLUE NETWORK

Represented Nationally by National Broadcasting Company. SPOT Sales Offices in New York • Chicago • San Francisco • Boston • Cleveland • Denver • Hollywood • Washington

Regionals Hit ASCAP, Favor BMI

Chicago Meeting Takes Firm Stand Against Superpower

FORTY-FOUR invited broadcasters representing the ownership and management of some 70 stations gathered in Chicago's Drake Hotel last Tuesday to vent their criticisms of the projected contracts with ASCAP, to voice their conviction that BMI must be preserved at all hazards and to take a firm stand against what some of them foresaw as the re-advent of "superpower" under the guise of national defense.

Meeting to set up a new organization of regional network affiliates, which will be known as Independent Broadcasters Inc., the group set up three committees — organization, copyright and superpower — which were ordered to begin functioning at once. Final organization plans, however, were deferred until another meeting at the same place to be called in about two weeks by the temporary chairman, Eugene C. Pulliam, WIRE, Indianapolis.

Protective Function

Mr. Pulliam, prime mover in the new association, was one of the five signers of the telegraphed invitation to 88 selected regional station owners to attend the Oct. 13 meeting after a group of 19 had met the week earlier to lay the groundwork for the organization [Broadcasting, Oct. 13].

The organization was originally projected as a "protective group" to represent the invited stations in their common problems, such as copyright, superpower, union troubles and the network-monopoly issue. The six hours of discussion of copyright and superpower last Tuesday allowed but little time for union problems, which some of those attending asserted were matters of local jurisdiction anyhow, and no time at all was devoted to network-monopoly despite the fact that it had been added to the tentative agenda.

While Mr. Pulliam was designated temporary chairman and William J. Scripps, WWJ, Detroit, temporary secretary, it was indicated that a full slate of officers would be elected at the next meeting and that counsel and possibly an executive officer would be named. Most of the active duties, however, will rest with committees, particularly the copyright and superpower committees, and it is planned to elect a board of directors of 12 members—three affiliates each from the four major networks.

Besides the 44 station men attending last Wednesday's meeting, telegraphed or mailed replies from about 20 others unable to be present but endorsing the movement were received by Mr. Pulliam and the original invitation committee. This—plus the fact that membership is now open not merely to a restricted invitation list but to all regionals that are network affiliates but not network owned or operated —is said to augur a substantially larger turnout at the next meeting.

The organization committee, which will also function as the membership committee and which has already drawn up bylaws, comprises Walter J. Damm, WTMJ, Milwaukee, chairman; Henry Slavick, WMC, Memphis; Ronald Woodyard, WING, Dayton; Campbell Arnoux, WTAR, Norfolk; William M. O'Neil, WJW, Akron.

Copyright Group

MR. PULLIAM

The copyright committee, which spent last Tuesday evening and Wednesday in huddles with ASCAP, BMI, NBC and CBS executives who were in Chicago expecting to be called into the main meeting, comprises John J. Gillin Jr., WOW, Omaha; Hubert Taft Jr., WKRC, Cincinnati; Hoyt Wooten, WREC, Memphis; Stanley Hubbard, KSTP, St. Paul; Ed Craney, KGIR, Butte, and Z-Bar Network. Mr. Pulliam acted as temporary chairman of this committee, whose primary function, it was said, is to secure clarification of provisions of local copyright contracts, particularly the per-program contracts.

The superpower committee is headed by Mr. Craney and includes John Shepard 3d, Yankee-Colonial Networks; Luther L. Hill, Iowa Broadcasting System; John A. Kennedy, West Virginia Network; Mr. Scripps.

Mr. Pulliam is ex-officio member of both the copyright and superpower committees. Mr. Gillin and Mr. Shepard are members of the NAB board, and Mr. Kennedy is a member of the CBS committee of IRNA and a leading figure in that organization. Mr. Shepard and Mr. Damm are members of the BMI board.

The sessions, like those of the preceding week, were shrouded in utmost secrecy, as were the meetings of the copyright committee with the network and music officials who were in town for the occasion. At first it was expected that, following out the George B. Storer suggestion [Broadcasting, Oct. 13], the affiliates would meet with such officials and hear what they have to say, but this was ruled out. Instead, caucuses were held and these were reported to have made good progress with the officials concerned. President Niles Trammell and Vice-President Mark Wood were on hand for NBC; Executive Vice-President Edward Klauber for CBS; Vice-President Sidney Kaye and Carl Haverlin for BMI and General Manager John G. Paine and Administrative Committee Chairman E. Claude Mills for ASCAP—and all were seen by the IBI copyright committee whose spokesman said its main concern was "no question of price but rather a question of terms and definitions".

When a suggestion was made in the main meeting that Messrs. Paine and Mills be called in, it was disapproved on the objection that they could not "speak with authority", as evidenced by their parrying of questions at the recent NIB convention and their statements that they must go to their board before expressing opinions on certain of the subjects there brought up.

"Trick Clauses"

For the most part, it was learned, the expressed sentiments at the closed meeting were strongly opposed to the present terms of the station ASCAP contracts. The discussion, it was said, was largely along the same lines as the NIB copyright session, with particular resentment expressed against the allegedly "trick clauses" in the ASCAP station contracts. Some opposition was voiced also against the 2¾% rebate provision in the network contracts and there was constant reiteration that "BMI

(*Continued on page 60*)

Navy Proceeding With Censorship Plan, Possibly Conflicting With Donovan Unit

SECRETARY of Navy Frank Knox said last week that plans for Navy censorship of overseas communications are now well under way but emphasized that absolutely no censorship of domestic news publication or news broadcasts is involved, other than the voluntary method now in operation.

Expressing gratification over what was termed the excellent cooperation demonstrated by the various services in voluntarily avoiding publicity on restricted matters, Mr. Knox said the Navy's plan to scrutinize overseas communications is in line with its policy of preparing for emergency measures.

Stopping Leaks

The secretary said that supervisory control (censorship) of all communications passing out of the United States during a period of national emergency is obviously vital to the national security to prevent leakage of military, naval and economic information to enemy or unfriendly powers. As the "first line of defense", it was pointed out, the Navy is charged with the responsibility of cable and radio communications censorship.

The Navy's plans are being made to insure a minimum of interruption and inconvenience to legitimate business, it was stated. At present officer personnel enrolled from various businesses which are the heaviest users of cables and radio communications — press, banks, shipping, export and import trades—are being trained so that the traffic of these interests can be handled by experts. The training classes are being conducted under the direction of the Commandant of the Third Naval District in New York.

This confirms a published report [Broadcasting, Sept. 22] that a floor of a downtown office building in New York—near the location of headquarters of the various overseas communications agencies —had been taken by the Navy with a view toward setting up censorship headquarters there.

Possibility of an inter-departmental conflict was seen in Mr. Knox's statement inasmuch as the Office of the Coordinator of Information, headed by Col. William J. Donovan, also is making plans to check shortwave broadcasts. Under the plans made before the Donovan office was created by President Roosevelt, the Navy was to be charged with the operation of external communications while the Army was to have jurisdiction over internal operations, including broadcasting. The entrance of OCI complicates this picture for if both the Navy and the OCI carry out their intended plans, it would appear that both would be doing a similar operation.

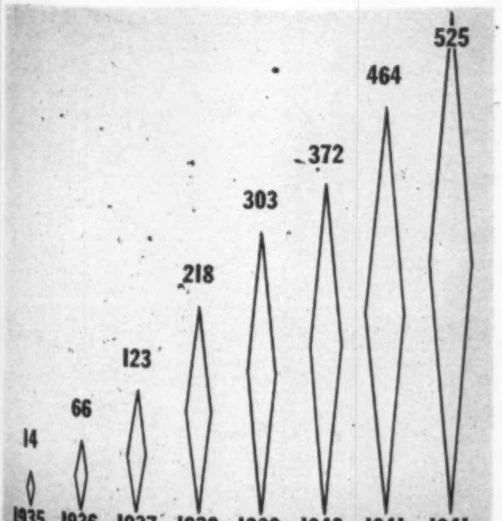
The Donovan office has repeatedly stated that it does not plan any type of censorship, but is highly interested in the content of shortwave programs beamed abroad by American international stations.

Desired by Navy

Possibility that the Navy might turn the censoring of outgoing international station material to the OCI was suggested in Washington sources, but this was considered doubtful unless the President specifically ordered such a setup, for the Navy has not only gone ahead with plans to perform this task but it is known to consider it essential to its other operations.

AT RECORD HEIGHT

—and climbing faster than ever!



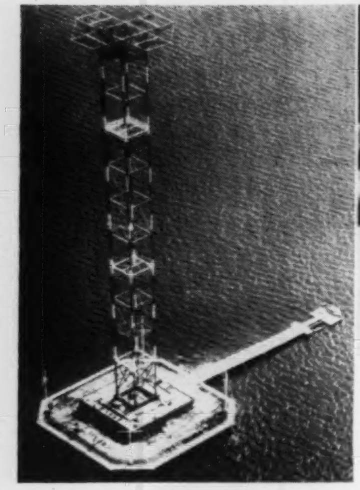
United Press began distributing radio news six years ago to an initial group of 14 stations.

Today the number of United Press radio news clients has reached the record height of 525—topping the total of all other news services combined. And today the rate of climb is faster than ever before.

United Press was the first—and is the only news agency—to establish a coast-to-coast wire service exclusively for radio, the first to provide a bonus of sponsorable wire features expressly for radio.

United Press radio news is pre-eminently first in usage because it is consistently first in service.

UNITED PRESS
Radio news



10K1707
WABC FERRY

HERE IS THE NEW PLANT of WABC, CBS New York key, located in Long Island Sound a mile off New Rochelle. It went into operation Oct. 18. This aerial shot shows the 410-foot tower and 75-foot square building, located on a tiny island. The 30-foot ferry was made to order to carry employes to the man-made concrete island. Prow is steel-plated for ice breaking. Engineer in charge of project was James Middlebrooks (right).

Dumm Is Granted Shortwave Outlet

New 100 kw. Station Will Be Beamed Toward the Orient

STRONGLY supported as a national defense project to counteract Axis propaganda, the FCC last Wednesday authorized Associated Broadcasters Inc., licensee of KSFO, San Francisco, to construct a new 100,000-watt international shortwave station in San Francisco. The new station, to operate on six assigned frequencies, some of which are to be shared with Eastern shortwave outlets, will beam signals to the Orient and Australia [BROADCASTING, Oct. 13].

Authorization of a construction permit for the new international outlet, second of its kind on the Pacific Coast, came just one week after application had been filed with the FCC by Wesley I. Dumm, owner of KSFO. The project drew the support of the Defense Communications Board and Col. William J. Donovan, Coordinator of Information, and it was indicated the way had been cleared to assure priorities on construction materials needed to put the new $150,000 station into operation as soon as possible.

Program Plans

The new Pacific Coast outlet, to use a 100,000-watt General Electric transmitter, will operate on 6060, 9570,11870,15350, 17760 and 21610 kc., sharing time in some cases on these frequencies with CBS' WCBX and WCRC, New York, Westinghouse's WBOS, Hull, Mass., and World Wide Broadcasting Corp.'s WRUL and WRUW, Scituate, Mass. Its program service, according to the FCC announcement, is to include from 16 to 20 hours a day of news and entertainment in English, French, Dutch, Spanish, Portuguese, Japanese, and possibly Chinese, Thai, Russian and Korean.

"Though about a dozen international broadcast stations now operate in the United States, only one —KGEI, licensed to General Electric—is on the West Coast (near Belmont,Cal.), "the FCC announcement said. "The other stations, being located in the Eastern part of the country, cannot serve the Orient. Distance is too great, and the path through the North Polar regions plays hob with transmission. Yet the desirability of broadcasting across the Pacific is self-evident in the light of international conditions. The Defense Communications Board urged additional facilities, and the Coordinator of Information has arranged for delivery of a 100-kilowatt transmitter from the General Electric Co. to speed this new service".

New Transmitter of WABC Is Opened; Island Plant Has Technical Innovations

THE NEW 50,000-watt transmitter of WABC, New York key station of CBS, began regular operation last Saturday evening between 10 and 10:15 p.m., if all went off according to schedule. Switch was made during a local broadcast, but at 10:15 WABC joined the network for a dedicatory program featuring New York's Mayor Fiorello H. LaGuardia, as well as most of the CBS "name" talent, with Alexander Woollcott making his contribution from London.

The transmitter is located on Columbia Island in Long Island Sound, about a mile off the mainland, a site selected because it is in the center of the New York, Westchester and Long Island population area and because it is completely surrounded by salt water.

Federal Equipment

A custom job, the transmitter was built by the Federal Telegraph unit of International Telephone & Radio Mfg. Corp., manufacturing subsidiary of IT&T, to specifications drawn by CBS engineers. Federal engineers also collaborated with CBS technicians in designing the unique antenna system. The 410-foot tower was constructed by the Pittsburgh-Des Moines Steel Co. Complete installation, from plans to operation, was supervised by James Middlebrooks, CBS transmitter construction chief, at a cost between $600,000 and $700,000. Starting with a point of granite about the size of a 10-ton truck at high tide, CBS now has an artificial island 150 feet square.

From the white, one-story, 75-foot square transmitter building, housing both appartus and personnel, rises the antenna tower, supported by four yard-thick concrete pillars that go through the building without touching it, making the tower an independent structure. Within the transmitter building are the main 50-kw. unit and an auxiliary 5-kw. transmitter.

The Federal vacuum tubes in the main transmitter are water-cooled; the auxiliary transmitter is air-cooled so that a failure of the water supply would not completely cut off service.

The auxiliary unit can be used to provide driving power to the high power output amplifier in case trouble develops in the low power stages of the main transmitter. Parts of the equipment are provided in duplicate.

Current at 4,000 volts comes to the transmitter by steel-armored cable, along a different route. A gasoline-driven generator is available. Program transmission lines are encased in steel cable and laid beneath the Sound in duplicate. If both fail, an emergency cable can be unreeled and hooked to a short terminal within 20 minutes and an ultra-high frequency radio system connects the studio and transmitter buildings.

Rule On Time Signals

ANNOUNCEMENT of the requirements, as revised last June 13, to be fulfilled by stations wishing to rebroadcast Naval Observatory time signals has again been made by the FCC, complying with a desire of the Navy Department that they be released publicly at regular intervals to remind stations of the availability of the service. The FCC simultaneously released a schedule of the Navy stations at Washington, San Francisco, Honolulu, Puerto Rico and the Canal Zone transmitting the signals listing times of broadcasts.

Engineering Teachers Join Technical Drive

TO ENCOURAGE radio technical training courses in educational institutions and provide an adequate backlog of trained personnel for the war emergency, a meeting of professors of engineering schools in North Carolina, South Carolina and Virginia will be held Oct. 24 at Norfolk, Va., at the invitation of Dean Blake R. Van Leer, of the engineering department of North Carolina State College. Dean Van Leer also is administrator for this area for the engineering, science and management defense training project of the U. S. Office of Education.

Lynne C. Smeby, engineering director, and Arthur Stringer, promotion and industry exploitation director of the NAB, will address the session. Tht NAB has sponsored development of engineering training courses throughout the country since the war emergency because of the fast growing need for trained operators, engineers and technicians in the broadcasting industry, in defense pursuits and in other industrial efforts.

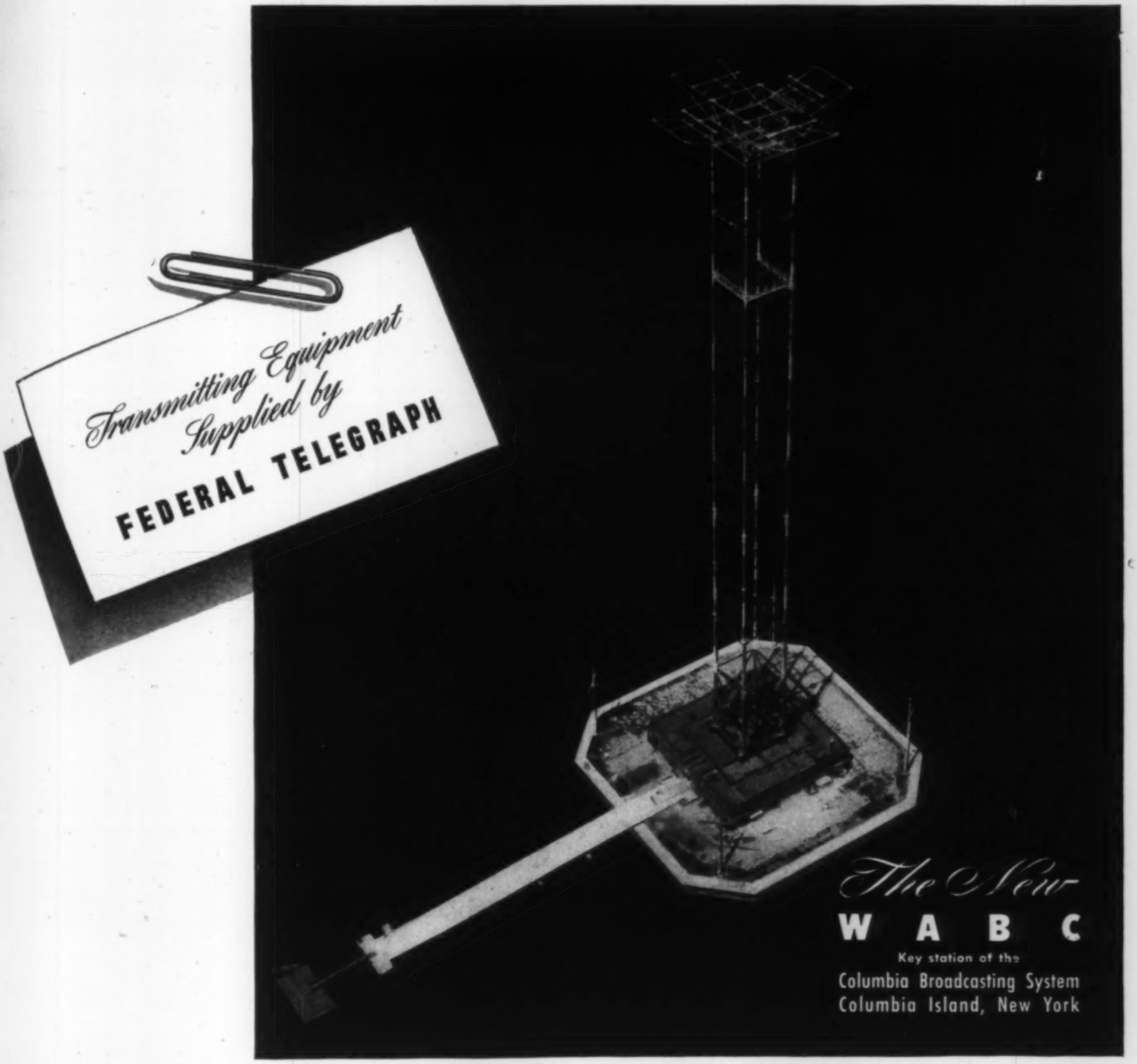
Third Fresno Station

A THIRD station in Fresno, Cal. was authorized last Tuesday when the FCC issued a construction permit for a new local outlet to J. E. Rodman, Fresno Chevrolet dealer. Grant was for the facilities about to be vacated by KARM, Fresno—250 watts on 1340 kc. KARM at the present time has a construction permit outstanding for 5,000-watt operation on 1430 kc. The other Fresno station is KMJ which operates with 5,000 watts on 580 kc. The new station is the 43d thus far authorized this year by the Commission.

Heding Heads Teletype

STANLEY BRACKEN, recently named general manager of manufacture of Western Electric Co., on Oct. 14 resigned as president of Teletype Corp. Gustave Heding, associated with Teletype Corp. and predecessor organizations since 1907, was elected Teletype president.

BASIL (Bud) HEATTER, 23-year-old son of Gabriel Heatter, MBS news analyst, has volunteered in the U. S. Navy and is stationed temporarily on Staten Island, New York. Bud has written several radio scripts which were produced on the networks.


Transmitting Equipment
Supplied by
FEDERAL TELEGRAPH
The New
WABC
Key station of the
Columbia Broadcasting System
Columbia Island, New York

As designers and manufacturers of the transmitting equipment for this great new broadcasting station, the Federal Telegraph unit of the International Telephone & Radio Manufacturing Corporation is proud to be associated with this magnificent project by the Columbia Broadcasting System, to bring to its millions of listeners quality and performance characteristics unsurpassed by any similar installation in the history of broadcasting.

INTERNATIONAL TELEPHONE & TELEGRAPH CORPORATION AND ASSOCIATED COMPANIES

International Telephone & Radio Manufacturing Corporation

1000 Passaic Avenue • East Newark, N. J.

Defense May Take All Radio Output

Billion Dollars Worth Of Equipment Said To Be Slated

STOPPAGE of practically all broadcast equipment production, to accommodate the requirements of the Army and Navy for communications equipment, is foreseen unless prompt steps are taken to keep the industry supply lines open as a national defense measure.

While no official announcement has been made, it is understood the Army and Navy are offering in excess of one billion dollars worth of communications equipment orders to the radio manufacturing industry—an amount said to be even greater than that budgeted for tank manufacture.

Irrespective of priority ratings for broadcasting and related fields, it is felt, the handling of this stupendous production will foreclose routine manufacture of broadcast equipment under existing regulations and procedures. Only by provision of a separate source of supply to accommodate the minimum needs of the industry could broadcasting, aviation, police and other services dependent upon replacements be served.

Big Plants Swamped

Moreover, it was thought in informed quarters that eventually the military requirements will be such that even receiving set plants will be saturated with Government orders, precluding any appreciable civilian set production. Already several of the larger manufacturing plants, such as RCA, Philco and Westinghouse, are so swamped with Government work that regular receiver production of necessity has been curtailed sharply.

FCC Chairman James Lawrence Fly took cognizance of the situation last Monday, on the heels of the order of the Supply Priorities & Allocations Board banning all public and private construction projects using critical materials.

At his press conference, the chairman said "there is an awfully difficult problem to be met". New construction of ordinary broadcast stations in areas already adequately served will be faced with "definite impediments", he asserted.

Military Needs

While the FCC has no plans under way to delay applications or grants, Mr. Fly said he would not be surprised if some emergency action would be necessary. The simplest rule of thumb would be to provide against any new grants unless there is a definite defense angle such as provision of service to an area not now receiving primary service, he said. Broadcasting already is pegged as a vital defense operation insofar as maintenance of public morale is concerned, as well as the most expeditious means available of keeping the public informed.

What effect the SPAB order, plus the production bottleneck, may have on power increases and other modifications was described as questionable by the chairman. However, at the Office of Production Management [BROADCASTING, Oct. 13], it was stated that priority allocations would be made after consultation with the FCC or the Defense Communications Board, of which Chairman Fly also is head.

The military project, which is said to involve also production of upwards of $60,000,000 in vacuum tubes and other electronics items, far surpasses the capacity of the radio manufacturing industry.

Details of the Army-Navy radio construction project, for military reasons, have not been divulged. But it was pointed out by observers that in modern warfare, two-way radio communications is the nerve-center of operations from tanks, planes, field forces and virtually every branch of military and naval power. This lesson, presumably, has been learned from the Nazi brand of mechanized operation, with radio serving as the eyes and ears for attacking forces.

As for priorities per se, it has been apparent since the emergency developed that the most aggressive industries are getting preferred treatment. The broadcasting industry has gone to bat with SPAB officials. Unless there is follow-through, however, it is thought that less important industries, due to their diligence, will get preferential treatment.

The whole subject of radio priorities will come before the new DCB priorities liaison committee when it meets with industry representatives Oct. 20 to form a plan for materials ratings. The meeting hopes to draw up a blueprint for priority allocations and ratings, covering the entire communications field. The Priorities Liaison Committee, recently authorized by the DCB, then will formulate its recommendations to DCB for transmittal to Donald Nelson, OPM priorities director.

Under current procedures, priorities are being considered on individual application. As the FCC, for example, makes a new station grant, OPM seeks to determine whether the area at present has adequate service. If there is sufficient service, then there is little likelihood of authorization of materials for the construction unless some other defense angle is developed.

Priorities Studied

If, on the other hand, DCB certifies that the new installation is necessary to provide service in an area not now having adequate broadcast service, OPM, under ordinary conditions, would open the way for preferential treatment.

The DCB already has stated that it plans to authorize increased power in given localities to complete the coverage pattern of the broadcasting structure. Superpower has gone under consideration in this connection, though no formulation of policy yet has resulted. Chairman Fly stated that increases in power definitely have a defense aspect.

REMEMBRANCE GIFT from the staff of KMOX, St. Louis, in the form of a desk set was presented Kenneth W. Church (left) by Merle S. Jones, KMOX manager, as the former left the station after nine years to become the director of national sales and sales promotion of WKRC, Cincinnati.

Radio's Priority Is Affirmed But There Still Are Doubts

POINTING UP the uncertain effect of expedited priorities for commercial broadcast operations was an announcement last Thursday by Donald M. Nelson, Director of Priorities, of an amendment to Preference Rating Order P-22 reaffirming an A-10 priority rating for maintenance and repair materials for commercial broadcasting and communications and inincluding a large number of other industries beyond the 20 "essential industries" originally encompassed by the order when it was announced Sept. 10 [BROADCASTING, Sept. 15].

Although broadcast operations ostensibly become eligible for a desirable defense rating status in the priorities schedules — contrasting sharply with the non-defense B ratings formerly accorded radio manufacturers — industry observers have expressed doubt that the A-10 rating amounts to all it is cracked up to be.

They point out that while commercial broadcasting definitely has been included among the essential industries accorded an A-10 rating under Order P-22, amendment of the order has included so many industrial plants that available supplies of material, even for maintenance and repair, must be split up to such an extent that radio's position in reality is improved only a little, if at all.

Restrictions Imposed

On the other hand, it is pointed out, amendment of the order holds potential benefit for broadcasters since it definitely prescribes an A-10 rating for maintenance and repair parts—although the original Order P-22 carried the same sort of provision, OPM's practical administration of the plan extended only to repair parts, with no preference given to maintenance parts and operating supplies which probably would be held in store until an emergency arose at a station. Several stations are known to have had to secure special A-1 ratings to secure immediate delivery of transmitter tubes and such essential equipment when tubes suddenly burned out without replacements on hand.

The situation remains critical in other phases of the material supply picture as it effects radio. Manufactures for domestic consumption appear to face further production cuts for certain, with Government orders for such items as vaccum tubes far in excess of actual production facilities [BROADCASTING, Oct. 13]. Receiver construction, in general outside whatever priority protection may be accorded other phases of radio construction, will suffer increasing curtailment, observers freely predict.

Under amended Order P-22, any plant or business qualified to use the A-10 rating can do so without making application to OPM. A station or manufacturer needing a repair part, for example, simply places his repair order with a supplier, writing on the face of the order the following statement:

"Materials for maintenance, repair, or operating supplies—Rating A-10 under Preference Rating Order P-22, as amended, with the terms of which I am familiar."

The order provides that such purchase orders must be made up separately from all other orders, and the A-10 rating must not be used if the material can be obtained without a rating. OPM also pointed out in its announcement that misuse of the plan may result in direct punitive action, and emphasized that anyone using the plan should become acquainted with Order P-22, as amended.

In its definitions the order provides that "maintenance", "repair", and "operating supplies" do not include material (1) "for the improvement of a producer's property or equipment through the replacement of material in the existing installation with material of a better kind, quality or design; (2) for additions to, or expansion of, such property or equipment; (3) which is of a type not heretofore carried on the producer's books."

Philadelphia *city of* RADIO *homes*

Philadelphia's 507,000 places of family dwelling have justly earned for it the designation, "city of homes". Today with latest available figures showing 102 radios for every 100 homes, Philadelphia rightly becomes "the city of *RADIO* homes".

Radio will reach people in Philadelphia for you quickly and surely. WCAU will do it quickly, surely and economically, for WCAU has 32.7% more regular listeners than any other Philadelphia station.

WCAU

50,000 WATTS IN ALL DIRECTIONS

★ The Only 1-A Clear Channel Station in Eastern Pennsylvania, Delaware, Maryland or New Jersey

Philadelphia • WCAU Building, 1622 Chestnut Street . . . New York City • CBS Building, 485 Madison Avenue . . . Chicago, Ill. • Virgil Reiter, 400 North Michigan Avenue . . . Boston, Mass. • Bertha Bannon, 538 Little Building . . . Pacific Coast • Paul H. Raymer Company

Prompt Senate Approval Seen For Durr FCC Nomination

Early Decision by Committee Is Indicated as No Signs of Opposition Are Apparent

PROMPT Senate approval of the nomination of Clifford J. Durr, assistant general counsel of the RFC, as a member of the FCC, was foreseen last week by members of the Senate Interstate Commerce Committee.

Possibility of committee approval this week was seen, though no definite meeting has yet been scheduled. The nomination was sent to the Senate last Monday by President Roosevelt, confirming previously published reports [BROADCASTING, Aug. 25, Oct. 6] that Mr. Durr would be named. Whether the committee will ask the 42-year-old Alabaman to appear in person for questioning is problematical.

May Poll Members

There is no indication of opposition. Because of the pressure of defense legislation, if the committee does not find it expedient to hold a formal hearing its membership may be polled, with a favorable report regarded as assured. Senator Lister (D-Ala.), one of the chief Durr sponsors, has asked Chairman Wheeler to expedite consideration in the hope of confirmation this week.

Mr. Durr preferred not to comment on the appointment, other than to express his gratification. He said he was not familiar with FCC activities, problems or procedures, and therefore was not in a position to discuss current policy or other considerations involving broadcasting or communications. He said he is devoting his immediate attention to clearing his desk at the RFC, where he is assistant general counsel, and at the Defense Plant Corp., RFC subsidiary, where he is general counsel.

Friends and associates of Mr. Durr described him as a tactful, modest man, who expresses himself in no uncertain way once he has reached a determination on a given issue. He was described as a tremendous worker and as highly intelligent.

The White House apparently did not follow customary procedure by notifying the committee in advance of the actual transmittal of the nomination.

Senator Hill announced Monday forenoon that he had been advised that the Durr nomination would be sent to the Senate that day. The committee, of which Senator Wheeler (D-Mont.), is chairman, had not been notified, however.

Precisely how Mr. Durr will fit in at the FCC, now split into two definite camps on major policy questions, is conjectural. A New Dealer and a lawyer, Mr. Durr was represented as adhering more or less to the philosophies of his liberal brother-in-law, Supreme Court Justice Hugo Black. At the RFC, working under Jesse Jones, Mr. Durr has accumulated vast experience in administrative legal practice since he first joined the agency in 1933.

With Mr. Durr's appointment there will be five lawyers on the seven-man FCC. Other barristers are Chairman James Lawrence Fly, former Gov. Norman S. Case, Paul A. Walker and Ray C. Wakefield. Commissioner T. A. M. Craven is an engineer by profession and a former Naval officer, while Commissioner George H. Payne has served in the newspaper and publicity fields and is a former Tax Commissioner of New York.

Rejected It Once

Mr. Durr succeeds Frederick I. Thompson, fellow Alabaman whose term expired last June 30 and who was not reappointed by the President. Mr. Thompson had served for two years, filling the unexpired term of former Commissioner E. O. Sykes. The new appointment is for seven years from June 30.

The next vacancy on the FCC occurs June 30, 1942, at which time the term of Chairman Fly expires. The Chairman of the Commission is designated by the President. Mr. Fly was named in 1939 to fill the unexpired term of Frank R. McNinch, former chairman, who resigned because of ill health.

Mr. Durr originally had been offered the post last summer but is understood to have expressed little desire for it. Afterward, however, he was prevailed upon to accept but asked to be permitted to finish certain work at the RFC. He was selected from among a group of more than a dozen candidates.

Clifford Judkins Durr was born in Montgomery on March 2, 1899. He married Virginia Heard Foster, of Alabama, in 1926. They have three daughters—Anne Patterson, 14; Lucy Judkins, 5, and Virginia Foster, 2.

The Commissioner-designate received his A.B. degree from Alabama U and his law degree from Oxford in 1922, as a Rhodes scholar. After his graduation from Oxford he returned to the United States and worked with the Montgomery law firm of Rushton, Crenshaw & Rushton for a year. He then served with Fawsett, Smart & Shea, of Milwaukee, for a year-and-a-half, and with the Birmingham firm of Martin, Thompson, Turner & McWhorter from 1925 until 1933.

Four years after joining the RFC legal department in 1933, Mr. Durr was named its assistant general counsel. With the creation of the Defense Plant Corp. last August, he doubled as its general counsel. Mr. Durr was a member of the advisory committee of lawyers which studied and made recommendations for civil service employment of attorneys in the Government organization. He also is a member of the board of legal examiners created last June by Presidential order to deal with the problems of lawyers in civil service.

Mr. Durr served in the Fourth Officers' Training Camp at Camp Pike, Ark., in 1918. He is a member of Phi Beta Kappa and Sigma Alpha Epsilon. He is a Presbyterian. He resides with his family on Seminary Hill in Alexandria, Va., Washington suburb.

Durr's Radio Purr—

WHILE the FCC Commissioner designate, Clifford H. Durr modestly disclaims any wide knowledge of radio, it was recalled in Washington last week that he has had at least one interesting experience in the field. It was Mr. Durr in 1937 who handled the arrangements for the famous radio speech of his brother-in-law, Associate Justice Hugo Black, when the latter answered charges that he had been a member of the Ku Klux Klan. At that time, after several days of hectic pulling and hauling among networks, newspapers and newsreels—the latter two agencies being barred from the scene of the speech—Mr. Durr remarked, "I would never have gotten into this thing, if I had known it was going to be like this."

HEAVY ASSIGNMENT is given Hizzoner Cliff Arquette, Hollywood star of the weekly NBC serial, *Point Sublime*, sponsored by Union Oil Co. who was recently elected mayor of Sherman Oaks, Cal. Expectantly awaiting gavel fall are (l to r) Jim Jordan, president of Encino, Cal. Chamber of Commerce, who also portrays Fibber on weekly NBC *Fibber McGee & Molly Show*, sponsored by S. C. Johnson & Son (floor wax); Andy Devine, mayor of Van Nuys, Cal., and featured comedian of CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co.; Cliff Arquette; Don E. Gilman, NBC Western division vice-president; Robert L. Redd, writer-producer of *Point Sublime;* William J. Pringle, Los Angeles account executive of Lord & Thomas, agency servicing Union Oil Co. account; Robert L. Phillipi, advertising director of latter account.

FREE PRESS, AIR VIEWED AS VITAL

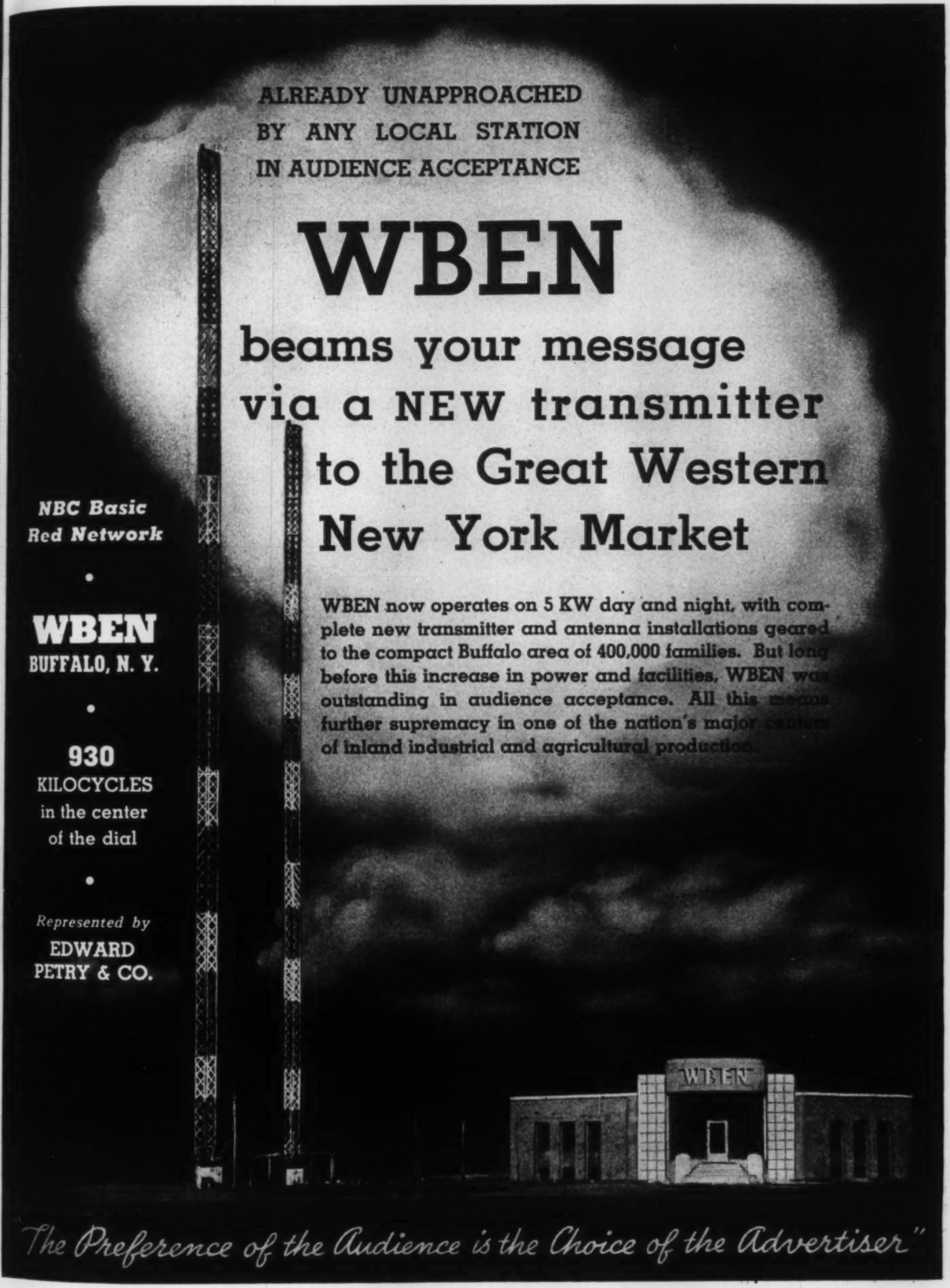
DANGERS of governmental censorship, which might lead to punishment of editors and broadcasters as well as those who express views, were pointed out by Nicholas Roosevelt, editor of the *New York Herald Tribune*, in a recent address during a patriotic pilgrimage to Gunston Hall, Washington. Mr. Roosevelt's speech was placed in the *Congressional Record* of Oct. 9 by Senator Capper (R-Kan.).

"Freedom of the press is, as a matter of fact, separable from freedom of speech and freedom of the air," Mr. Roosevelt said. "When a government takes over control of what may be said in print or over the air, this control is not limited to what the publishers and broadcasters themselves may say. Government censors will hold these men responsible for what they print or allow to be broadcast—which means that they will be held responsible for what other people say, as well as for what they say themselves.

"Not only will they not be permitted to air views of their own which the censor does not like, but they will be forbidden to circulate the views of anyone else which rile the censors. In this manner government will easily assume control over everything which anyone may write or say. It is but a step from such censorship to the punishment not only of publishers, editors, writers, and broadcasters, but also of any individual who persists in expressing his own views or in circulating articles, pamphlets, books or broadsides which express his views."

Woolworth Queries

F. W. WOOLWORTH Co., New York (chain), through its agency, Lynn Baker Co., New York, has been querying stations directly on local rates for announcements of new store openings and local anniversaries. Last year Woolworth placed similar business through station reps, but the agency stated that the different type of promotion planned for the coming year could be more quickly and accurately executed through the direct contact route.



ALREADY UNAPPROACHED
BY ANY LOCAL STATION
IN AUDIENCE ACCEPTANCE

WBEN

beams your message via a NEW transmitter to the Great Western New York Market

WBEN now operates on 5 KW day and night, with complete new transmitter and antenna installations geared to the compact Buffalo area of 400,000 families. But long before this increase in power and facilities, WBEN was outstanding in audience acceptance. All this means further supremacy in one of the nation's major centers of inland industrial and agricultural production.

NBC Basic
Red Network

•

WBEN
BUFFALO, N. Y.

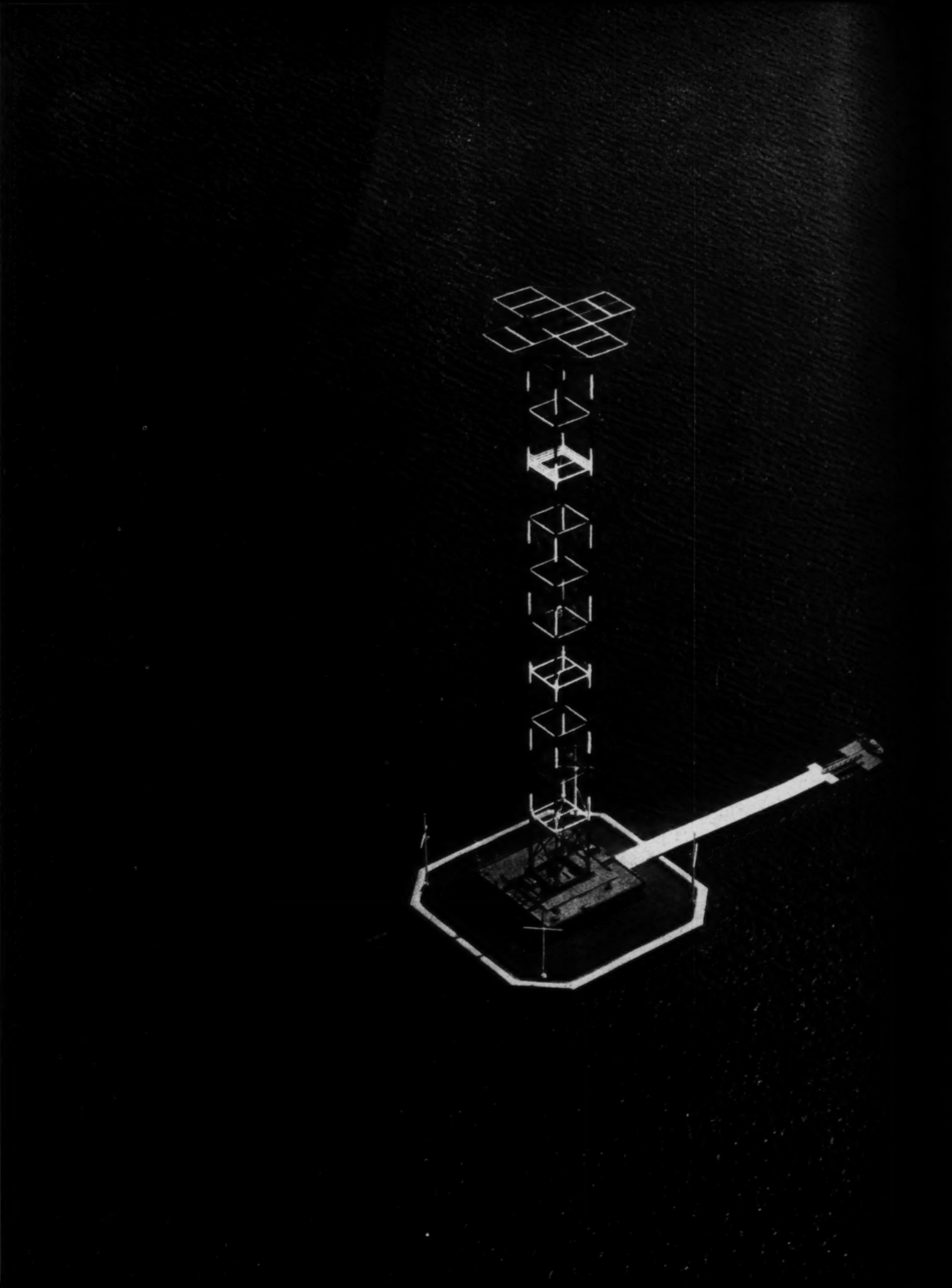
•

930
KILOCYCLES
in the center
of the dial

•

Represented by
EDWARD
PETRY & CO.

"The Preference of the Audience is the Choice of the Advertiser"



FOR 15,000,000 LISTENERS

A *mile* from shore, in the middle of Long Island Sound, stands a man-made island—sea-born foothold for a giant tower with a giant's voice. This is WABC's new 50,000-watt transmitter—the perfect voice of radio, serving 15,000,000 listeners as they have never been served in the past. Serving 10,000,000 of them with a signal two to ten times stronger than before!

The secret?

The secret is *that mile*—the most important mile in radio—the mile of salt water which surrounds this engineering miracle *on all four sides.*

That "salt-water-start" for a radio program, that first perfect mile, is like the first perfect skip of a stone—which sends it true and far.

WABC is the only 50,000-watt station on the eastern seaboard with this over-water start in *all* directions—east to both shores of the Sound—south through Queens and Brooklyn—north through New York and Connecticut—west through the heart of Manhattan and the homes of New Jersey.

Key station of the Columbia network, feeding CBS programs to 124 network stations and 120,000,000 listeners from coast to coast—the new WABC delivers those programs to the 15,000,000 *nearest* listeners with new strength, new clarity, new brilliance!

The New WABC, New York

KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM

Book List Picked

BLUE RIBBON BOOKS, New York, recently opened its fall radio campaign, which features condensed high school training, on 18 stations. Agency is Northwest Radio Adv. Co., Seattle. The station list: KIRO KINY WPRO KQW WAIT KYA XENT KVEC KROD KHQ WHAS WBAL WFBR KMA KWFT KXA WOV WBAX. Others may be added.

B. W. FRANK, assistant manager of WEED, Rocky Mount, N. C., is secretary-treasurer and 24.5% stockholder in the application of the Tar Heel Broadcasting System Inc. for a new 1,000-watt daytime station in Washington, N. C., on 930 kc. Other principals are W. R. Roberson, Sr., owner of the local Dr. Pepper Bottling Co., president and 51% stockholder; W. R. Roberson, Jr., bookkeeper for his father, vice-president, 24.5%.

Station Operation Starting at 4 a. m. Is Permitted Under Revised FCC Rules

CLARIFYING its regulations covering early-morning broadcast operations, the FCC last Tuesday amended its rules to allow daytime facilities apart from certain specified exceptions and cases where undue interference would result, to start operating as early as 4 a.m.

Interference Clause

The new Section 3.87 of the FCC rules supersedes Order No. 74, issued by the FCC on June 10, 1940, which had drawn the criticism of some operators on grounds that it operated unfairly against them.

Under the new regulations, daytime stations may begin operating as early as 4 a.m. and until local sunrise—provided that time-sharing stations agree between themselves which shall operate before local sunrise; that no Class II stations causing interference by use of the daytime facilities shall use them, during the early-morning hours; and that Class II stations on I-A channels not assigned to this country under the Havana Treaty shall not transmit programs during these hours using the daytime facilities.

The rule also provides that stations causing interference through such early-morning operation shall, upon notice from the FCC, stop such operation, and that the period from 4 to 6 a.m. shall not be included in determining compliance with the rule requiring a specified daily operation period for daytime facilities.

Text of Changes

Text of the amended section of the rules and regulations follows:

Section 3.87 Program Transmissions Prior to Local Sunrise.

(a) The provisions of Section 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities, provided:

(1) stations regularly sharing time during daytime hours under either a time sharing agreement or operating specified hours reach an agreement as to which of such stations may operate prior to local sunrise.

(2) no Class II station causing interference by use of the daytime facilities (as determined by the Standards of Good Engineering Practice and the North Amercan Regional Broadcast Agreement, within the 0.5 mv/m 50% skywave contour of any Class I station, either U. S. or foreign) may transmit programs during such hours using the daytime facilities.

(3) Class II stations on I-A channels not assigned to the United States under the North American Regional Broadcast Agreement may not transmit programs during such hours using the daytime facilities.

(b) Any station operating during such hours receivng notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commisson.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4:00 a.m. to 6:00 a.m., local standard time, shall not be included in determining compliance with Section 3.71 of these rules.

THEY PREFER JINGLES
Variety Show Replaces Series —But Gets a Squawk—

ELMER CANDY Co., New Orleans, for 60 weeks sponsored a half-hour quiz show, *Jingle Jamboree*, for 60 weeks on WWL, New Orleans. During this time the program averaged some 3,000 letters a show and drew audiences of 700 to 800 persons. After 60 broadcasts the sponsor decided the public might like a change, replacing the quiz feature with a variety show costing twice as much.

After the first broadcast of the new show, Morel Elmer, advertising and sales manager of the sponsor, called Howard Summerville, WWL, manager, requesting an immediate conference. The candy company had been overwhelmed with phone calls, letters, wires, and personal requests from listeners and dealers, all protesting discontinuance of the original show. The following week Elmer Candy Co. had returned *Jingle Jamboree* to the air—augmented by a studio orchestra.

Feather Series

PROGRESS FEATHER Co., Chicago (feather merchants), on Nov. 3 will start a 26-week campaign of one-minute live spot announcements on eight midwestern stations, WEAU WKBH WIBA KRNT WMT WNAX KSAL KGGF. Present schedule of three announcements weekly will probably be doubled in December, when other stations will be added. Agency is Lieber Adv. Co., Chicago.

Sets Cut in Canada

A CUT OF 25% has been ordered by the Canadian Government in the production of certain electrical appliances, including radios. The announcement was made by Munitions and Supply Minister C. D. Howe on Oct. 1, and will mean that there will be 123,000 less radios built annually in the Dominion. The reduction was made on the 1940 output, and no guarantee was given manufacturers that materials will be available for the production on the lower basis. Substantial quantities of steel, copper, brass, aluminum, bakelite, hardwood veneers and other materials as well as foreign exchange will be saved for war purposes by this move. Much of the labor saved will be absorbed into essential wartime production of radios for the armed services.

"Air Stadium of the Northwest"

FOOTBALL FANS
keep tuned to
WTCN
ST. PAUL NBC STATION MINNEAPOLIS

for

- ALL UNIVERSITY OF MINNESOTA GAMES.
- "BEFORE THE KICKOFF" . . . a pre-Minnesota game broadcast of football dope.
- "FOOTBALL SCORE ROUND-UP" . . . analysis of Minnesota games, and scores from the nation's gridirons.
- "SPORTS REVIEW" . . . Daily resume of football news.
- "FOOTBALL CAVALCADE" . . . Highlights of Minnesota games.
- NBC BROADCASTS OF COLLEGE GAMES.
- PROFESSIONAL GAMES BY NBC.
- HIGH SCHOOL GAMES.

And Other Football Broadcasts

The Station That is the Center of Attraction in the Northwest is a Good Place for Your Advertising.

FREE & PETERS, INC., *Exclusive National Representatives*
New York Chicago Detroit Los Angeles San Francisco Atlanta

● Industrial wealth! Agricultural wealth! And a population greater than Tennessee's largest city! . . . that's the rich Appalachian area. And WJHL is the only single advertising medium that offers adequate coverage of this market at one low cost.

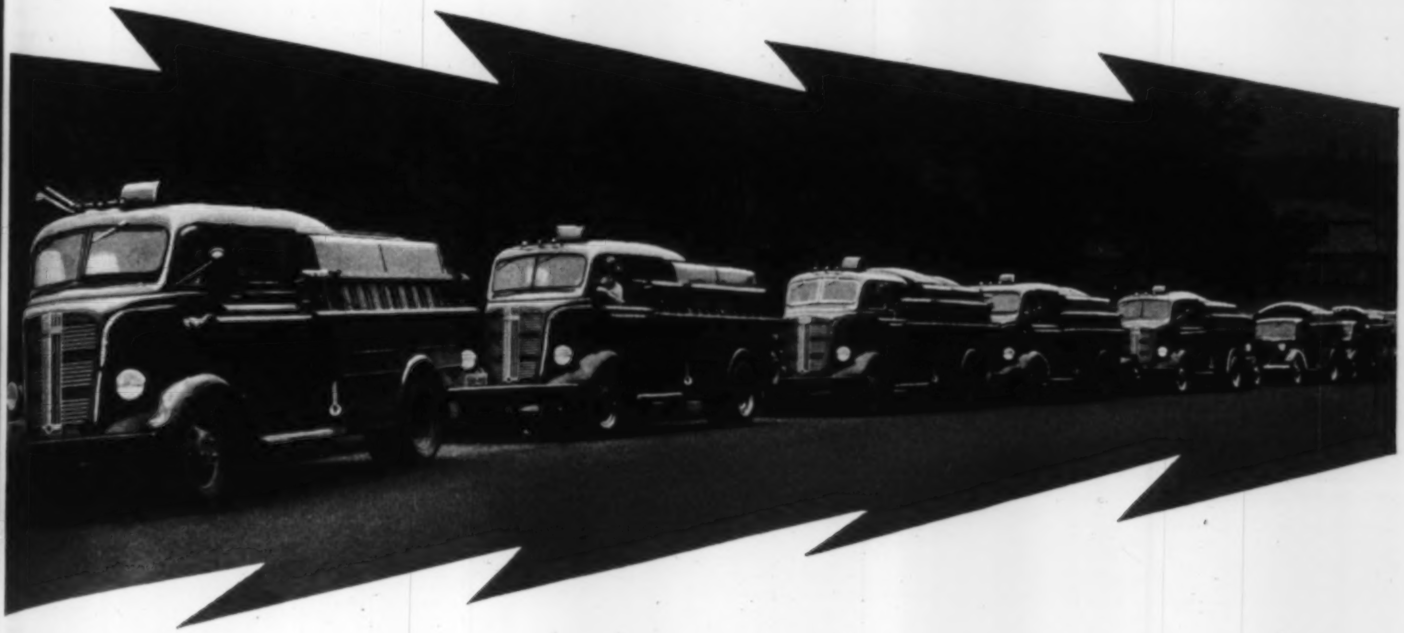
1000 WATTS · 910 KC · NBC BLUE

WJHL
Johnson City, Tenn.

International Radio Sales
Representatives

W. Hanes Lancaster
Manager

"Mechanized Division"



"IT MAY surprise you to learn that the biggest company owned fleet of motor vehicles in industry belongs to the Bell Telephone System. This great 'mechanized division' of ours is made up of about 22,000 vehicles — trucks mostly, but along with the trucks, large numbers of other kinds of cars.

"Some of our heavier trucks are rigged up with earth-boring machinery—so that we can set poles quickly. Others have bodies especially designed to carry winches, derricks or reels for wire or cable. Each truck in fact is designed, equipped and bought for a particular type of job.

"Even more important is the fact that throughout the Bell System this special equipment is of uniform design. Repairs, replacements and substitutions can be made quickly without delaying the job. The common sense of this was shown in a recent emergency when 600 motor vehicles were mobilized in one area — from far and near and from many different Bell companies — and they all did yeoman service.

"With such equipment, the Bell System is prepared to act promptly to keep the lines open and ready for service — no matter what the test may be or where it may come."

This quotation is from THE TELEPHONE HOUR, *a regular program heard each Monday night over the N. B. C. Red Network. It helps to point out the value of uniform equipment in the unified telephone system which has served radio networks since the very beginning.*

Standard Oil Resumes Pacific School Series

STANDARD OIL Co. of California, San Francisco, on Oct. 16 resumed its weekly *Standard School Broadcasts* on 31 Don Lee-Mutual stations, which are listened to by more than a half-million students in 5,000 Pacific Coast schools. This is the fourteenth year the program has been on the air. The series is designed especially for children and is accompanied by a teacher's manual approved by educators, musical authorities, parents and students themselves.

The programs have been recognized for their artistic integrity by four of the big universities on the Pacific Coast, which have given credits for the completion of the Standard courses. The broadcasts are presented in conjunction with the *Standard Symphony Hour*, released Thursdays.

RCA Tries New Show

RCA MFG. Co., Camden, on Oct. 15 is testing a replacement of its weekly *Music You Want* program of recordings on WEAF, New York, with a live show featuring Victor artists discussing music with Ted Cott, who formerly conducted the quiz show on CBS, titled *So You Think You Know Music*. Program is heard 11:15-11:30 p.m., immediately following the quarter-hour of news by George Putnam, also sponsored by RCA. Account is handled by Lord & Thomas, New York.

IT'S BIG!
W
26
The MAGIC CIRCLE
GREENSBORO N.C.
EDNEY RIDGE DIRECTOR
5,000

richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!

Columbia Broadcasting System affiliate.

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

LADIES OF THE RADIO and press from Washington went on a junket to the Norfolk Naval Operating Base last week to see how the Navy treats its young enlisted men. Before the junketeers left the Nation's Capital, Elinor Lee, women's activity director of WJSV, interviewed some of the party on the deck of the steamer *District of Columbia*. Starting at the left is Ann Cottrell, *Newsweek;* Miss Lee; Esther Van Wagoner Tufty, Michigan League of Home Dailies; Melvina Stephenson, *Kansas City Star;* Mrs. Louise Daniels, newly-appointed women's editor of the Navy Department press and radio bureau.

PROF. YEEND'S 89 GRADUATES

Washington Educator Claims Larger List of Radio Graduates Than Prof. Abbot

KENNETH YEEND, director of KWSC, the 5,000-watt non-commercial station of the State College of Washington, accepts Dr. Waldo Abbot's challenge to any institution to produce a larger list of graduates now in radio than the U of Michigan's list [BROADCASTING, Aug. 11].

In checking over the records of people who have done radio work at KWSC, Mr. Yeends finds that 62 are professionally employed in actual broadcasting compared to Prof. Abbot's 43. A total of 89 are known to be employed in broadcasting and other radio-communication functions. This, of course, does not include a large number of former radio speech students who use their radio training in other unrelated occupations.

Founded in 1913

KWSC claims to be the Northwest's first radio station, established in 1913 on an experimental basis. The State College of Washington, which owns and operates the station, is noted for its program of training in engineering and operating as well as in radio speech, writing, and management. The college has a total enrollment of 4,274.

Here is the list of Washington State College graduates who are now professionally engaged in radio broadcasting.

Ed Murrow, Chief, CBS European Staff, London; Art Gilmore, announcer, KNX, CBS; Jim Campbell, announcer, NBC, Chicago; Harry Stanton, staff artist, NBC, San Francisco; Mahlon Merrick, producer, NBC, San Francisco; Lester Hatfield, engineer, CBS, New York; James Hatfield, chief engineer, KIRO, Seattle; Art Edwards, announcer, KFI, Los Angeles; William Mock, director, special events, KGW-KEX, Portland, Ore.; Ralph Rogers, program manager, KGW-KEX, Portland, Ore.; Hartley Sater, announcer, KGW-KEX, Portland, Ore.; Eddie Butherus, announcer, KGW-KEX, Portland, Ore. (now in Army public relations); Tom Decker, continuity, KOIN-KALE, Portland, Ore.; Clarence Talbot, announcer-producer, KOIN-KALE, Portland, Ore.

Harvey Wixson, manager, KHQ-KGA, Spokane; Del Cody, announcer, KHQ-KGA, Spokane; Louis Gillette, announcer, KHQ-KGA, Spokane; Stan Warwick, announcer, KOIN-KALE, Portland; Bill Phreaner, announcer, KOL, Seattle; Ruth Harris, staff artist, KHQ-KGA, Spokane; Page Ellis Davis, staff artist, KHQ-KGA, Spokane; Harold Zent, commercial dept., KHQ-KGA, Spokane; Bill Gordon, continuity, KFPY, Spokane; Dick Green, commercial dept., KFPY, Spokane; Ronnie Rule, announcer, KFPY, Spokane; Warren Green, operator, KHQ-KGA, Spokane.

Bob Gentry, announcer, KOMO-KJR, Seattle; Harold Moan, announcer, KOMO-KJR, Seattle; Reg Miller, announcer, KOMO-KJR, Seattle; Dick Downie, announcer, KEVR, Seattle; Miriam Smith, continuity, KIRO, Seattle; Dorothy O'Neill, continuity, KOMO-KJR, Seattle; Paul Corbin, program manager, KIEM, Eureka, Cal.; J. Elroy McCaw, manager, KELA, Centralia, Wash.; Sam Norin, engineer, KIRO, Seattle; Charles Herring, announcer, KUJ, Walla Walla, Wash.; James Nolan, announcer, KUJ, Walla Walla, Wash.; Bob Phillips, continuity, KHQ-KGA, Spokane; Charles Foster, announcer, KIT, Yakima, Wash.; Jack Bernard, chief engineer, KWLK, Longview, Wash.; Norman Mann, announcer, KRLC, Lewiston, Idaho; Robert D. Smith, commercial dept., KWLK, Longview, Wash.; William Beauner, announcer-operator, KFIO, Spokane; Curtis Roberts, radio actor, NBC, Chicago; Herbert Wixson, commercial dept., KHJ, Los Angeles; Hal Byer, commercial manager, KWIL, Albany, Ore.; Judith McWhorter, continuity, KOL, Seattle, Wash.; George Allison, operator, KGHL, Billings, Mont.; Evelyn Sparlin Ayres, musician, KFPY, Spokane; Carl Brewster, announcer, KFCD, Hollywood; Aubrey Ison, announcer, NBC, Hollywood; Norm Thue, staff musician, KFPY, Spokane; Ernest L. Spencer, general manager, KVOE, Santa Ana, Cal.; Jim Scott, announcer, KIRO, Seattle (now in Army); Edwin Watson, director, KWIL, Albany, Ore.; Bill Rhodes, announcer, KGA, Spokane; Lewis Julian, music-production, NBC, New York; Joan Cannon, producer of *Dr. Christian* programs; Ed Canepa, announcer, KSRO, Santa Rosa, Cal.; Bill Aya, announcer, KEVE, Everett, Wash.; Jerry Walker, announcer, KOAC, Corvallis, Ore.; Virginia Van Hoy, secretary, KUJ, Walla Walla, Wash.

Former students employed in radio work other than actual broadcasting include:

John Herber, chief installation 50,000-watt transmitter Bell Telephone Laboratory, New York; Hugh Allen, engineer, RCA, New York; Emmet L. Kuntze, engineer, Radio Developments, Bell Telephone Laboratory, New York; Kenneth King, Bell Telephone Laboratory, New York; Syd Lines, FCC, Portland, Ore.; Lewis North, FCC, Miami; Del Lawrence, FCC, New Orleans; Larry Mallack, FCC, Juneau, Alaska; Theodore O'Neil, Radio Research Work, Bell Telephone Labs.; C. B. Carpenter, engineer, Pacific T. & T. Co., Portland, Ore.; Harold Vance, manager, Chicago Sales Office, RCA; Neal Eaden, transmission engineer, Pacific T. & T. Co., Lewiston, Idaho.

Lester Fowler, RCA Labs., Camden, N. J.; Chester Calbick, research engineer, Bell Telephone Labs.; Harry Palmer, Radio Engineer, General Electric Co., Schenectady; Clifford Pommer, radio engineer, General Electric Co., Schenectady; Eddie Clark, Radio Labs., General Electric Co., Schenectady; Harry Meahl, Radio Labs., General Electric Co., Schenectady; Henry Kahl, Research Labs., Bell Telephone Co.; Carl Yerian, Radio Laboratories, General Electric Co., Schenectady; Col. Caldwell, radio specialist for Geophysical location petroleum deposits, Gulf Oil Co., Texas; Doran Hierath, engineer salesman on FM Transmitter, GE, N. Y.; W. W. Cramer, Pacific T. & T. Co., Portland, Ore. (holds several patents on teletype machine); Marshall Ingling, radio instructor, Khanute Field, Ill; Sydney Burton, supervisor of Federal radio beam stations east of Mississippi River.

Stations Seeking News Cooperation

NAB Meetings Acting Toward Improving of Coverage

LOOKING toward closer coordination of material for news and defense programs, resolutions calling for formation of a special committee of radio news editors in each State are being offered at each of the 17 NAB district meetings this fall. Identical resolutions already have been adopted at the meetings of Districts 7, 8, 10 and 12, and adoption at the remaining 13 meetings is expected without opposition.

Under the plan, radio news editors of stations in each of the 48 States would meet to coordinate their efforts in the interest of accuracy and gathering background information. Advanced by the NAB, the plan has the active support of the radio branch of the War Department Bureau of Public Relations.

Army Cooperation

Edward M. Kirby, director of the radio branch, and Jack Harris, news and special events director, participated in discussions at the first four district meetings. Bob Coleson, administrative executive of the radio branch, is to attend the NAB meetings on the Pacific Coast late in November.

Mr. Kirby and Mr. Harris indicated at the meetings that the Bureau of Public Relations will cooperate with broadcasters in developing their background on the Washington defense scene, as well as working along similar lines with press associations and news services serving radio.

The resolution, as adopted at the NAB meetings, follows:

> Whereas, the present emergency calls for the greatest effort by radio in a national undertaking;
>
> And whereas, radio desires to meet this challenge in a manner that will promote most effectively the national interest;
>
> And whereas, the crisis adds responsibility to those charged with the broadcasting of news and defense programs;
>
> And whereas, it is the belief that best effort can be made through the closest cooperation and coordination by those engaged in such specialized work;
>
> Be it therefore resolved that the ------- district of the NAB have appointed a committee chairman for the purpose of arranging in the district this close cooperation and coordination, for the furthering of high standards of craftsmanship in radio newscasts, and for working in close cooperation with the War Department and other national defense agenceis;
>
> And be it further resolved that the ------- district recommend adoption of a similar plan by all the districts of the NAB.

ASSOCIATED PRESS
INTERNATIONAL NEWS
TRANSRADIO NEWS

As the only station in New England and one of the few in the whole country subscribing to these three services, WTIC now offers its advertisers the most complete news available.

A few choice periods are now open for sponsorship as indicated in the following schedule:

WTIC NEWS BROADCASTS

WEEKDAYS	SUNDAYS
6:25-6:30 A.M. (sold)	8:00-8:10 A.M. (available)
6:55-7:00 A.M. (available—new)	11:00-11:15 A.M. (available)
7:25-7:30 A.M. (sold)	12:45-1:00 P.M. (sold)
8:00-8:15 A.M. (sold)	6:00-6:15 P.M. (sold)
1:00-1:15 P.M. (sold)	11:00-11:15 P.M. (available)
6:00-6:15 P.M. (available 3 nights)	
11:00-11:15 P.M. (available 3 nights)	

WTIC
US 1
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

KINY
"The Friendly Voice of the Capital"

No other region in the world depends more on radio than Alaska! To Alaskans, radio means entertainment, news, emergency messages, market prices, and generally keeping up with the world.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau · Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

KFRU
COLUMBIA
In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. ★ 250 Watts

MRS. BLOOM BOOMS ELSEWHERE

Greensboro Furniture Store Finds Radio Solves a Merchandising Problem

TREKING northward after a successful season at WIS, Columbia, S. C., Winefred Bradford Bloom dropped into WBIG, Greensboro, N. C., for a visit some weeks ago.

Gil Hutchinson, station salesman, thought the name sounded familiar. Bloom? Oh yes, it must be the heroine of an article in the July 14 BROADCASTING titled "Mrs. Bloom's Boom Zooms Sears' Sales".

That gave him an idea. He recalled that the Morrison-Neese furniture store was having trouble selling its budget line since installation of a fancy floor of expensive rooms.

W. W. Morrison, head of the big store, was interested when he saw the magazine article. He was sold when Mrs. Bloom was presented and offered her ideas.

Now Morrison-Neese is heard three mornings a week on behalf of the budget line. Monday morning Mrs. Bloom tells about the Budget Room of the Week. The Wednesday program consists of a straight, chatty copy; Fridays there are homey bits about the store and its personnel.

"And does this informal, artistic creation that is Winefred Bradford Bloom's morning broadcast sell the listener?" rhetorically inquires WBIG. Its answer is:

Others Present

"You can bet your life it does! Even though she has been at WBIG less than a season, she's already taught the public that Morrison-Neese is as ripe with real furniture bargains as any other dealer in town. And what is more, she has sold furniture.

"One salesman traced $370 in sales directly to her, in one day. Another accounted for seven customers who, in the space of six or eight hours, had been drawn into the store by her broadcasts. And the Morrison-Neese switchboard girl is getting used to calls that run like this: 'Can you tell me if that desk Mrs. Bloom talked about yesterday is still there?' Winefred Bloom, who just happened to come up from Columbia, is selling 'em out at Morrison-Neese."

MRS. BLOOM

Davidson Taylor Back

DAVIDSON TAYLOR, producer of the *Columbia Workshop* programs on CBS last season, will return as producer with the Nov. 9 broadcast, first to follow the "26 by Corwin" series presented through Nov. 2. As last year, Mr. Taylor will encourage new writing, acting and directing talent, with emphasis on new comedies and comedians. Two directors, developed by Taylor last year, have since been added to the directors' staff of the CBS program department—Guy della Cioppa, who has been collaborating with Bremster Morgan on *Report to the Nation* and *Spirit of '41*, and Perry Lafferty, now directing *Kay Thompson & Company*.

ADDITION of KAST, Astoria, Ore., to Mutual network has been postponed to Nov. 3, due to telephone line availability difficulties.

Land o' Lakes Is First Northwest Net Sponsor

WITH Land o' Lakes Inc., Minneapolis (creamery) as the first sponsor, the newly-formed Northwest Network keyed from KSTP, St. Paul, has gone into operation, according to Stanley Hubbard, KSTP director. The creamery company, largest cooperative in the world, purchased the 6:45-7 a.m. segment of the *Sunrise Roundup* six days weekly, directing the programs to the farm audience. Campbell - Mithum, Minneapolis, handles the account.

The new hookup comprises, in addition to KSTP, WEBC, Duluth; WDAY, Fargo; KFYR, Bismarck; WEAU, Eau Claire; KROC, Rochester; KFAM, St. Cloud; KYSM, Mankato. This network will operate separately from the Minnesota Radio Network, on which Shell Oil Co. is sponsoring before-and-after U of Minnesota football games keyed from KSTP to WEBC, KROC, KFAM and KYSM.

Pacquin Adding

PACQUIN, Inc., New York (hand cream), sponsoring the twice-weekly quarter-hour *Speaking of Glamour* with Frances Scully on 6 NBC-Pacific Blue stations (KECA KGO KFBK KWG KERN KOH), on Oct. 12 added KTMS, KMJ, KEX, KJR, KFSD) to the list, Sunday, 10:30-10:45 a.m. (PST), with program continuing on KECA KGO, Thursday, 4:30-4:45 p.m. Sponsor, on Nov. 2 adds five additional stations (KGA KTAR KYUM KGLU KVOA) to Sunday release with KEX KJR added Thursday, starting Nov. 20. Agency is Wm. Esty & Co., Hollywood.

MILLER RADIOFILM Corp. of New York, formerly Miller Studios, has petitioned for permission to transact business in California, with Joseph C. Cannon of Los Angeles as agent. George R. Smith, secretary, stated offices will be maintained at 7000 Santa Monica Blvd., Los Angeles.

Coca Cola Starts Mexican Program

Foreign Network Series to Be Heard Four Weeks

SERIES of four special programs featuring Mexican music and Spanish dramatizations were scheduled to start last Friday on the Mexican network of 27 stations hooking up with XEQ, Mexico City, under sponsorship of Coca Cola Co. Titled *Gala Nights*, the programs will probably be heard Fridays, 8-8:45 p.m., acording to D'Arcy Adv. Co., New York, which was not sure of all details as BRROADCASTING went to press.

Alfred Steele, D'Arcy account executive on Coca Cola, and George Zachary, director of *The Pause That Refreshes on the Air*, Coca Cola's programs on CBS, flew to Mexico last week to arrange the programs, which are acted before a studio audience and staged in a typical Mexican style.

Mutual Series

In view of the start Nov. 3 of the Coca Cola series on 125 Mutual stations, MBS has sent a memorandum to all outlets carrying the musical series asking them not to "schedule any dance bands 30 minutes immediately preceding and 30 minutes immediately following any of the Coca Cola programs."

Signed by Adolph Opfinger, MBS program service manager, the memo quotes the clause in the Coca Cola-MBS contract specifically relating to this, as follows: "It is understood that no dance band programs will be originated by and transmitted to the network within 30 minutes prior to or following the actual time of broadcast of the program. A similar request shall be made of each station in connection with its individual operations."

Specific times covered by the agreement with the sponsor when no orchestras should be scheduled will be between 9:45-10:15 p.m. Mondays through Saturdays, and 10:30-11 p.m. Mondays through Fridays, and 10:35-11:115 p.m. (all EST) on Saturdays.

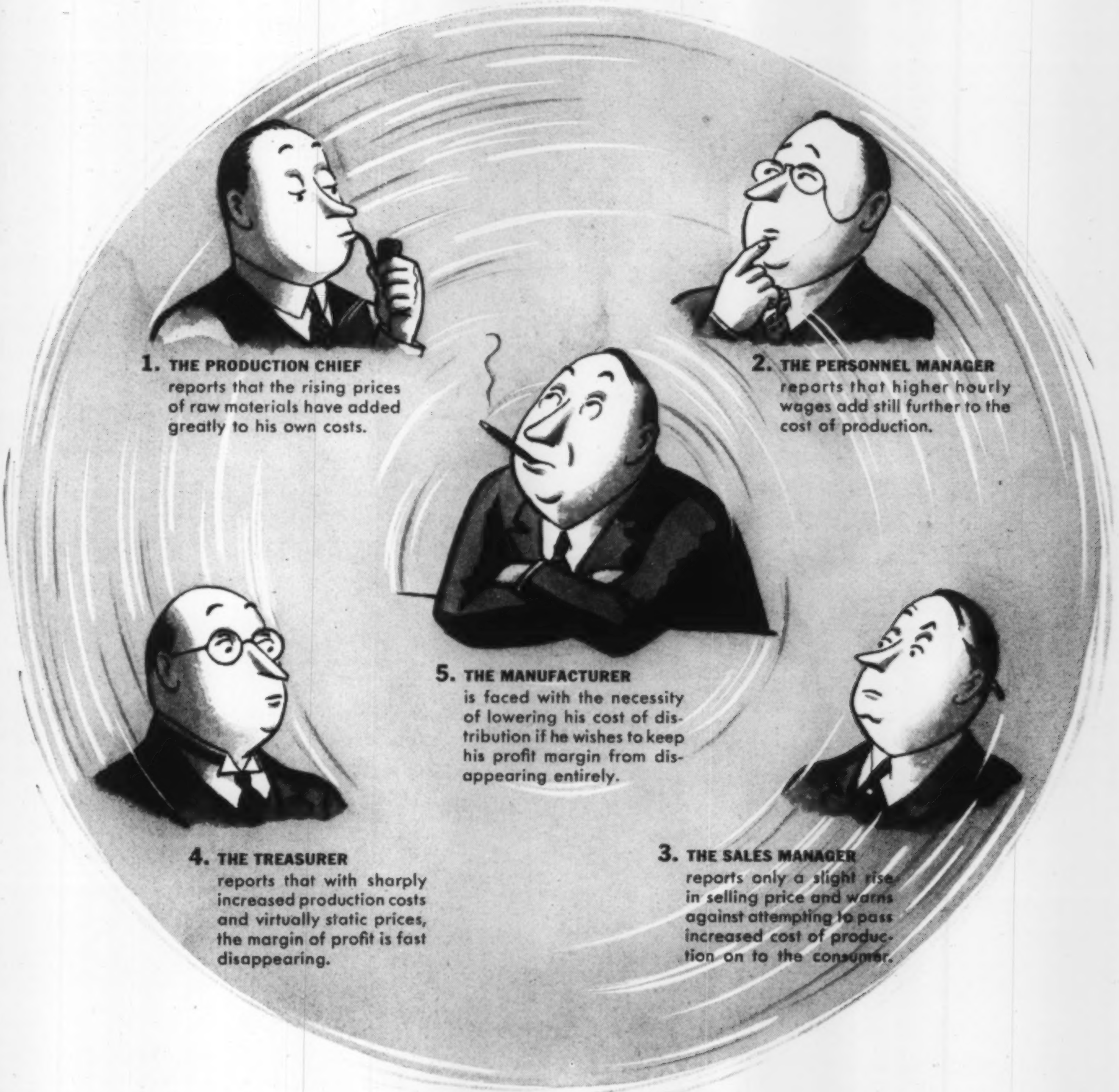
"Aldrich" Most Popular

WINNER in the "most popular program" classification in a survey of the entertainment tastes of children conducted by the magazine *Young America* was *The Aldrich Family*, sponsored on NBC-Red by General Foods Corp. Only other radio classification in the survey, taken through 5,000 questionnaires distributed in urban, suburban and rural schools, was the "most popular actor" poll, which showed Bob Hope and Jack Benny, followed by Ezra Stone, star of *The Aldrich Family*.

FOURTH boxing center as a source of exclusive fight broadcasts has been signed by NBC with National Sports Enterprises Inc. of Cleveland for sponsorship by Adam Hat Stores of all bouts in the Cleveland Arena.

ARE YOU CAUGHT IN

1941's Most "Vicious Circle"?



1. THE PRODUCTION CHIEF reports that the rising prices of raw materials have added greatly to his own costs.

2. THE PERSONNEL MANAGER reports that higher hourly wages add still further to the cost of production.

3. THE SALES MANAGER reports only a slight rise in selling price and warns against attempting to pass increased cost of production on to the consumer.

4. THE TREASURER reports that with sharply increased production costs and virtually static prices, the margin of profit is fast disappearing.

5. THE MANUFACTURER is faced with the necessity of lowering his cost of distribution if he wishes to keep his profit margin from disappearing entirely.

Turn the page and find out how 47 well-known manufacturers are lowering their cost of distribution

22 New Campaigns Start on

19 CONTINUE UNDER CURRENT

"NEW ARRIVAL"

WE HAIL:

THESE 22 ADVERTISERS WHO HAVE STARTED NEW CAMPAIGNS ON THE BLUE AFTER A CAREFUL STUDY OF ALL COMPETITION

Bayer Aspirin
"American Melody Hour"
Bendix Aviation Corp.
"The Treasury Hour"
Bristol-Myers (Sal Hepatica)
"Dinah Shore & Orchestra"
Brown & Williamson Tobacco
Corp. (Target) *"Renfro Valley"*
Canada Dry Ginger Ale, Inc. (Spur)
"Michael & Kitty"
Clark Candy
"Service With A Smile"
Mennen Company
"Capt. Flagg & Sgt. Quirt"
Miles Laboratories (Alka-Seltzer)
"Lum & Abner"
Pillsbury Flour
"Musical Millwheel"
Pacquin's, Inc. (Cosmetics)
"Speaking of Glamour"
Pan-American Coffee Bureau
Mrs. Roosevelt—"Over our Coffee Cups"

Reynolds Tobacco Co. (Camel)
"Penthouse Party"
Serutan *"Pearson & Allen"*
Dr. Earl E. Sloan (Liniment)
"Gang Busters"
Standard Brands, Inc.
(Fleischmann's Foil Yeast)
"I Love A Mystery"
Standard Oil of Indiana
"Auction Quiz"
Time, Inc. *"March of Time"*
Trimount Clothes Co.
"William Hillman-Raymond Clapper"
Texas Co. *"Metropolitan Opera"*
R. L. Watkins
(Dr. Lyon's Tooth Powder)
"Monday Merry-Go-Round"
Weekly Publications, Inc.
(Newsweek)
"Ahead of the Headlines"
Wheeling Steel Corp.
"Wheeling Steelmakers"

And here's how the

STRATEGIC STATION LOCATIONS. Blue Network stations are located in the "Money Markets" where the buying power is heaviest. The Blue is designed to cover markets, not just areas, *to provide sales where selling is most profitable.*

JUDICIOUS USE OF POWER. The Blue has high power stations only where power is needed. Elsewhere it conserves its power and your budget.

UNIQUE SYSTEM OF DISCOUNTS. The famous "Blue Plate" system of discounts en-

"A PICTURE OF CONTENTMENT"
W. Steig

WE CHERISH:

THESE 19 CAMPAIGNS CONTINUING UNDER CURRENT CONTRACT AND SHALL BEND EVERY EFFORT TO KEEP THEIR SPONSORS HAPPY ON THE BLUE

Anacin Co. *"Just Plain Bill"*
Anacin Co. *"Easy Aces"*
American Tobacco Co.
(Pacific Coast)
"Information Please"
Boyle, A. S., Co.
"John's Other Wife"
Cal-Aspirin Corp.
"Amanda of Honeymoon Hill"
Carter Products
"Inner Sanctum Mysteries"
Cummer Products (Energine)
"Manhattan at Midnight"
Ironized Yeast Co., Inc.
"Good Will Hour"
Jergens, Andrew, Co.
(Jergen's Lotion)
"Walter Winchell"
Jergens, Andrew, Co.
(Woodbury Soap)
"Parker Family"

Kolynos Co.
"Mr. Keen, Tracer of Lost Persons"
Miles Laboratories (Alka-Seltzer)
"Quiz Kids"
Neighbors of Woodcraft
"Grandpappy and His Pals"
Phillips, Chas. H., Co.
(Haley's M-O)
"Amanda of Honeymoon Hill"
Sun Oil Co. *"Lowell Thomas"*
Swift & Co. *"Breakfast Club"*
Watkins, R. L.
(Dr. Lyon's Tooth Powder)
"Orphans of Divorce"
Williamson Candy Co.
(Oh Henry Bars)
"Famous Jury Trials"
Wyeth Chemical Co. (Freezone)
"John's Other Wife"

the Blue Network of NBC

CONTRACT—6 RENEW

Blue lowers *your* cost of Distribution!

courages the use of the entire network. As you expand your list of stations you receive savings up to 20% of your total time cost, thus helping your talent budget.

MODEST TALENT EXPENDITURES. Radio's finest sustaining schedules of news, sports and public service features, develops steady listening to the Blue. The result — Blue evening commercial programs have a C.A.B. average of 10 — yet *their average talent expenditure is 44% less per quarter hour than their major network competition.* And this fall's lively new sponsored shows mean *still higher* C.A.B. ratings on the Blue!

• • •

These four factors explain why the Blue Network of NBC costs from *11% to 36% less per thousand listeners*—a fact that is being recognized more and more often by thoughtful advertisers today. Why not follow the example of the successful clients listed here, and buy Blue to lower *your* cost of distribution?

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

THE *Blue* NETWORK OF NBC

Sales thru the air with the greatest of ease

GLAD TO BE BACK"

WE WELCOME:

THESE 6 RENEWALS FROM ADVERTISERS, FOR WE HAVE LONG BELIEVED THAT A RENEWAL IS AS SINCERE A TRIBUTE AS A NEW CONTRACT

Adam Hats	*"Boxing Bouts"*
Modern Food Process (Scrapple)	*"Olivio Santoro"*
Modern Food Process (Thrivo Dog Food)	*"Moylan Sisters"*
Ralston-Purina Co. (Cereals)	*"Tom Mix Straight Shooters"*
Welch Grape Juice Co.	*"Dear John"*
Williams, J. B., Co.	*"True or False"*

WE REGRET:

The contract-expirations of these 10 advertisers and hope that, as in many previous cases, they will return in the future

Axton-Fisher Tobacco Corp.
American Chicle Co.
Clapp, Harold, Inc.
Colgate-Palmolive-Peet
Emerson Drug Company
Lance, Inc.
Land o' Lakes Creameries
Lever Bros.
Pacific Coast Borax
Pepsi-Cola

Studio Notes

MANAGING editors and their wives from newspapers throughout the country, who were in Chicago attending the annual Associated Press Managing Editors' Association conference, were guests of WGN, Chicago, attending MBS *Chicago Theater of the Air* broadcast Oct. 18, when the operetta "Sari" was presented.

DURING the current remodeling of its studios KFRC, San Francisco is utilizing studios at Photo & Sound Inc. and the Telenews Theatre to present its live talent shows.

WSB, Atlanta, is cooperating with the Georgia Educational Assn. in its meetings on audio-visual education. Speakers at various GEA meetings included WSB General Manager J. Leonard Reinsch, Production Manager Marcus Bartlett and News Editor Walter Paschall. The regional GEA meetings precede the Audio-Visual Conference in Atlanta, scheduled for later in the fall.

KROD, El Paso, played a major role in the success of the local Community Chest Drive which ended Oct. 9 with a campaign of numerous dramatized spot announcements. As a climax to the drive, the KROD Players presented an original drama based on an actual case history from the files of the El Paso Social Welfare Council.

WLW, Cincinnati, will take a leading part in activities of the annual convention of the Indiana Republican Editorial Assn. in French Lick Springs, Ind., Oct. 31-Nov. 1. Peter Grant, WLW commentator, is to be principal speaker at the annual banquet while three staff artists—Paul Arnold, baritone; Lucille Norman, contralto; and Ronnie Manfield, tenor—will furnish entertainment.

WSYR, WFBL, WAGE and WOLF, Syracuse, all participated in an hour program for the Syracuse Community Chest Drive providing talent for the broadcast which also included a remote of the celebrated Liederkrantz chorus from Liederkrantz Hall. Twelve five-minute transcriptions, prepared by the Syracuse U Workshop, will be used by the stations during the campaign.

WBZ, Boston, and WBZA, Springfield, added five new acts and 12 new artists to its personnel during the first two weeks of October. Included are five new singers, all Massachusetts girls, who won their chance on the air through public auditions.

WELI, New Haven, celebrating its sixth birthday Oct. 10, still has two religious programs on the air that started with the station. They are a weekly 15-minute program feature of the Church of the Latter Day Saints and the New Haven Council of Churches daily devotions.

KEY representatives of WLW, Cincinnati, assigned to field work, met in Cincinnati Oct. 11 for a semi-annual conference, conducted by Beulah Strawway, WLW director of merchandising, and Joseph Bauer. Attending were Robert Fishback, Indianapolis; Robert Williams, Columbus; Edward Fitch, Dayton; Edward Hale, Fort Wayne; Gilbert Cook, Huntington; Edward Fletcher, Cincinnati; James Sandner, rural representative.

CJCA, Edmonton, Alta., held a staff party Oct. 9 to bid farewell to several of its personnel. Manager Gordon Henry on the occasion made presentations to Joe Somers, who left to become chief engineer of CJVI, Victoria, B. C.; Esther Mairn and Gladys McLean, both resigning to be married; and Alto Magoon who has joined the Canadian Women's Auxiliary Air Forces.

Heckler Piped

CANADIAN Broadcasting Corp.'s news service to Canadian soldiers in Great Britain was interrupted Oct. 13 by a German heckler who could be heard between news items broadcast on one of the British Broadcasting Corp. stations for Canadian soldiers. The CBC cables the news to London, where it goes on the air. The heckler was silenced towards the end of the newscast when Canadian pipers played between news items, drowning out the Nazi heckler. According to Gladstone Murray, CBC general manager, at Ottawa, the heckler broadcast from a station in occupied Europe.

KBTM, Jonesboro, Ark., which on Sept. 22 joined MBS, announced in mid-October that it is constructing a new studio and office building, which is to be completed about Dec. 1. The new building, a one-story structure in the business district, will be of modern design and air conditioned.

RECENT CHANGES in the staff of WMOB, Mobile, have placed Ross Smitherman as program director, Eleanor Boyd as office manager of continuity and women's programs, Alaine Willis as copywriter and secretary, and Dan Webster as announcer.

CJLS, Yarmouth, N. S., has started two weekly 15-minute periods to the Canadian Army and Air Force. The soldiers and airmen write, produce and act in their own shows.

WOCB, West Yarmouth, Mass., culminated its drive last week for funds to buy an ambulance plane for the RAF. The campaign, held solely amongst the Cape Codders, financed a two-motored Grumman 44 amphibian which was turned over to a representative of the RAF with appropriate ceremonies over the weekend. The $33,000 drive was under the supervision of Miss Harriet Alleman, president of WOCB.

WORL, Boston, has been granted permission by the FCC to remain on the air an extra hour—from 5 to 6 p.m.—in order to make special Federal Government announcements. The permission has been granted for the month of October.

ZENITH RADIO Corp., Chicago, has increased the power of its FM station W51C, from 5 to 50 kw., providing coverage in the Chicago trading area of the FCC—stipulated 10,080 square miles. Station is on the air every day with 16 hours of programming.

WBAL, Baltimore, has issued its rate card No. 16, covering its new 50,000 watt operation. Advertisers placing business before Nov. 15 are protected at old rates for one year from that date.

INSTALLATION of a new $35,000 Wurlitzer pipe organ in the new NBC building in San Francisco was scheduled to start this month.

Yarn Test

FREDERICK HERRSCHNER Co., Chicago (needlework yarns), new to radio, will start a test campaign on 50 stations Oct. 25, it was announced by Edwin A. Kraft, manager of Northwest Radio Advertising Co., Seattle. Daily 5-minute and 15-minute programs will be used.

You always get your limit whether it's hunting in North Dakota or advertising on

KFYR

. . . here's an invitation to do both!

NBC Affiliate
550 Kilocycles

Meyer Broadcasting Company
BISMARCK, NORTH DAKOTA

5000 Watts Day and Night

JOHN BLAIR & CO., *National Representatives*

A LIVESTOCK MARKET PROSPERS

Use of Broadcasts Brings Improved Business To Portland Union Stockyards

BACK IN MARCH the Portland Union Stockyards, along with eight commission firms of Portland, Ore., made "the smartest move in years" when the newly-formed North Portland Livestock Market News & Educational Foundation started a daily noon quarter-hour livestock market commentary on KEX, Portland. Now going full blast, the program not only has established itself as an outstanding farm service feature in the Northwest, but it has greatly increased the KEX rural audience.

Doing the Job

Harry Burdick Sr., president of the market, commenting on the results of the new radio series, indicated that he was "only started" with radio—he is convinced that radio is doing the job he wanted it to do, that his added business is directly traceable to the broadcasts. He estimates daily listeners at a conservative 250,000 and notes that more shippers than ever before are coming to the Portland market, some from as far as 900 miles distant. And he points out also that surveys are showing that the producers seeking cash outlets for their livestock are deriving a great deal of benefit from the program.

The story began in 1939, with a survey of Midwest livestock producers—in Iowa, South Dakota, Nebraska and Minnesota—by Livestock Marketing Service Inc., Chicago, for the Sioux City Central Public Market. The survey showed that farmers just did not know what a central public market was. They were living in the distant past, when there were no markets for public-price setting. But with the advent of the central public market system years ago, prices had become directly dependent on the principle of supply and demand. Price setting had been systematized for livestock, just as for any other produce. But still the farmer-producers were at the mercy of the buyer that called personally at the farms to do business.

Radio came into the picture when it became evident that if the farmer knew prevailing prices, he would be equipped to deal on equitable terms with stock buyers calling at his farm. Unless the producer lived near a city, the market news in his newspapers was too old to use when he was ready to sell. A daily radio program was started on KTRI, Sioux City, and WNAX, Yankton, S. D., about this time, covering daily market quotations, representative sales, and various educational features. The show was an immediate success, and soon there were 10 similar programs among the 69 public markets of the nation. The North Portland market was one of these pioneers.

Personal Survey

Before he decided to go on the air in Portland, President Burdick instructed his field representatives to make a personal survey among producers to determine if there actually was a demand for such broadcasts as were contemplated. Four men spent a month on the survey. Every farmer contacted, they reported, promised to listen to the program and offered to see that his neighbors tuned in, too.

The Foundation was organized as a separate corporation through which the group of sponsors could share the expense of the project. On March 3, 1941, the first program went on the air on KEX. Harry Burdick Jr., of the Livestock Marketing Service in Chicago, was sent to Portland to handle the announcing job. Although without radio experience, he proved to be a good man for the program. A special studio was set up in the stockyards with a KEX technician on the job.

HARRY BURDICK, JR.

Mr. Burdick Jr. writes his own script and does his own research. He arrives at the yards at 5:30 each morning, checks prices, looks over stock to observe condition, watches as many actual sales as possible, meets shippers and gets a complete picture of the day's prospect. From the studio at noon he gets into a quarter-hour rapid-fire down-to-earth report of the price indications for cattle, hogs and sheep.

He also quotes at least 35 or 40 representative sales each day, using shippers' names and other

KSD

NBC Red Network - - - In St. Louis

POWERFUL SALES STIMULATOR!

KSD is the Listener Preference Station in St. Louis, as shown by its lead in Star-Program "Firsts" in 18 Nation-Wide Polls.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

WSGN

BIRMINGHAM, ALA.

Now 610

The Best Spot for Alabama Coverage

Headley-Reed Co. National Representatives

particulars. This feature is of particular value, in that it enables many producers—neighbors of the ranchers whose sales are mentioned—to get first-hand information on stock they have actually seen and which they can compare to their own.

The market does all the promotion for the program. Lately a novel stunt has been started. Burdick transcribes interviews with producers on their farms, then plays them back on the air a few days later—first notifying the farmer when his recording is to be broadcast, and supplying him with 25 postcards he can send to his friends telling them to tune in.

Trucks operating throughout the Northwest carry placards advertising the program; shippers are contacted when they come to the market; dodgers plaster the countryside; surveys, personal and mail, are conducted constantly to keep the program in listeners' minds.

An outgrowth of the broadcast is the formation of cooperative shipping groups. In trying to get the producer to bring his stock to the market, an obstacle arose—the small diversified farmer, who now and then has a couple of hogs or sheep to sell, could hardly afford to ship any great distance; however, in his neighborhood are probably several others in the same fix; the market sent its representatives into the area, found a trucker with a large truck and then put him next to these potential customers. The producer was happy because he could pro-rate the expense of the haul, the trucker was happy because he was busy, and the market was happy because it had additional volume.

NATIONAL LIFE & Accident Insurance Co., Nashville, owner of FM station W47NV and WSM, is the newst stockholder in American Network Inc., FM chain.

WDAS Service

WDAS is taking credit in Philadelphia for the break in the drought. After a month-and-a-half of a dry spell, a rain-making program was scheduled. The program department brought out all its Indian music and Pat Stanton, general manager of the station, read an old Indian prayer for rain. The announcer instructed listeners to turn on their radios to the fullest volume at a designated signal when the station brought out all its sound records of thunder, lightning and rain. Curiously enough, drops began to fall from the heavens the next morning and a few days later, a torrential rain fell. "Just a part of a public service," explained Stanton.

Buyers of Time

ALMAN TARANTO

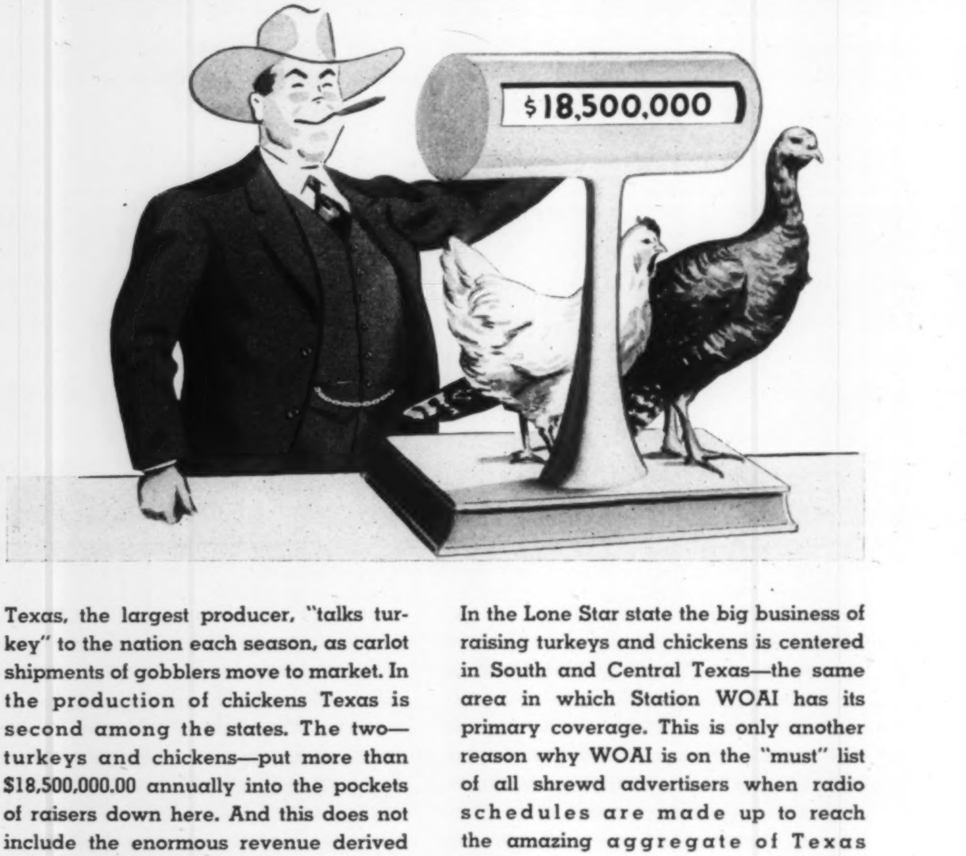
ALMAN TARANTO, buyer of radio and other media for Ted Bates Inc., has a particularly soft spot for New York's famed luncheon group, the Radio Executives' Club—at one of the Club meetings he met Ninette May Joseph, a BBDO timebuyer who now is Mrs. Taranto.

Al was born in New York on Sept. 4, 1915. He was educated at Lawrence High School on Long Island and later enrolled for a short term at Columbia U, which he left in 1933 to enter the business world. Earning his own living since he was a youngster in high school, Al has had a variety of jobs—among them soda jerking, caddying on a golf course and managing polo and skeet shooting.

He started his advertising career in 1936 with William Esty & Co. in New York. After holding forth progressively in the checking copy department and radio research and production sections, he was made timebuyer of the agency. In 1938 he was given the title of business manager of the radio department, answering to Dick Marvin, Esty radio director.

In 1940 Mr. Taranto resigned from the Esty organization to accept the radio and media buying job at Ted Bates Inc., which handles such important accounts as Colgate - Palmolive - Peet (Colgate Dental Cream, Octagon Soap, Klek Packaged Soap, Palmolive Shave & Brushless Cream) and Continental Baking Co.

Al Taranto golfs, swims, plays tennis for hobbies and talks advertising incessantly.



Texas, the largest producer, "talks turkey" to the nation each season, as carlot shipments of gobblers move to market. In the production of chickens Texas is second among the states. The two—turkeys and chickens—put more than $18,500,000.00 annually into the pockets of raisers down here. And this does not include the enormous revenue derived from the sale of eggs!

In the Lone Star state the big business of raising turkeys and chickens is centered in South and Central Texas—the same area in which Station WOAI has its primary coverage. This is only another reason why WOAI is on the "must" list of all shrewd advertisers when radio schedules are made up to reach the amazing aggregate of Texas wealth.

WOAI *San Antonio*
50,000 WATTS
CLEAR CHANNEL

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

AFFILIATE NBC
MEMBER TQN

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Think of It!

SINGING at the rate of 15 songs a day, six days a week for two years, Bob Byron, whistling pianist of WHN, New York, last week started his third year on the station, singing his 10,000th song. He's never missed a broadcast, has been sponsored by everything from bread to typewriters.

At Great Lakes Station

PAUL HOLMAN FAUST, vice-president and radio director of Mitchell-Faust Adv. Co., Chicago, and radio director of the 9th Naval District, has announced that the following radio and advertising men are attached to the public relations office of the Great Lakes Naval Training Station, Chicago: John B. Morse, formerly account executive of Blackett-Sample-Hummert, Chicago, assistant to chief of staff; Ensign Dollard, formerly B-S-H copywriter; Norton Hughes Johnson, continuity writer of WMRO, Aurora, Ill., yoeman second class.

WHEC Names McKinney

WHEC, Rochester, has appointed J. P. McKinney & Son its national sales representative, effective Oct. 11. With the addition of WHEC, McKinney now represents all radio stations owned by the Gannett Newspapers, including WDAN, Danville, Ill.; WTHT, Hartford; WENY, Elmira; WABY - WOWO, Albany; WHDL, Olean, N. Y.

WGNY
1000 WATTS
NEWBURGH, N. Y.

BUY 1000 WATTS AT 250 RATES

WGNY is now a 1000 watt station on a clear regional channel . . . serving more than a half million people in an able-to-buy market. From Nyack to Hudson you get 1000 watts power at 250 watts rates. When you want Newburgh. Poughkeepsie, Middletown, Kingston, Port Jervis, Beacon, Peekskill, and all territory in between . . . results and service at lower cost . . . we claim WGNY is your best bet. WGNY is the Hudson valley's most popular home station . . . news . . . music . . . and local people participation.

BUY WGNY

WGNY
REPRESENTED BY
HEADLEY-REED CO.

Canadians to Hold February Meeting

CAB Directors Lay Plans to Discuss Vital Problems

CANADIAN broadcasters will hold their next annual meeting at Montreal Feb. 2-3, according to Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters following a meeting of the CAB directors. NAB members are to be invited.

The directors met with the directors of the Canadian Assn. of Advertising Agencies, Assn. of Canadian Advertisers and Press News. The joint meetings included discussions of rate structures, agency-advertiser-media relations, and agency franchise requirements. Joint committees of the CAB, ACA and CAAA will be named soon.

News Problem

The meeting with Press News centered largely on changes to be proposed in the news sponsorship regulations of Canadian Broadcasting Corp. At the next CBC board of governors' meeting at Ottawa in November, a joint committee of the CAB and Press News is to appear before the board with recommended changes. Press News, radio subsidiary of Canadian Press, Canada's AP, now sells news to stations for commercial sponsorship, giving the Dominion three news services, British United Press and Transradio being the other two.

The CAB directors voted to poll all Canadian stations about replacement equipment, especially transmitting tubes. It is understood the OPM, at Washington, turned down a priorities rating for Canadian stations for transmitting tubes, practically all of which come from the United States but are sold in Canada through Canadian subsidiaries. The CAB will make another attempt to procure a priority rating at Washington through the Canadian priorities office at Ottawa. A form for emergency use of stations for transmitting equipment is also being sent out to CAB member stations.

War activities and the coming hearings on copyright fee payments were also discussed. BMI Canada Ltd. and the Canadian Performing Rights Society (Canadian ASCAP) file 1942 tariffs by Oct. 31, with the Secretary of State at Ottawa. Canadian stations will then have till Nov. 30 to appeal the 1942 rates.

Du Pont Breaks

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. (Five-Star anti-freeze), on Oct. 17 started a five-week campaign of chain-break announcements, three times weekly, on an undisclosed number of stations in 12 markets in the East and Mid-West. Stations will be added on a staggered basis until the middle of November, all for the same number of weeks. BBDO, New York, handles the account.

WMAQ

The Chicago Station
Most Women Listen to Most

Why?

Because it carries 18 out of 24 of the most popular daytime features on the air.

It's the station with the programs that gets the listeners – so follow the leaders and place your campaign on the 50,000 watt Chicago key station of the famous NBC Red Network.

WMAQ
Chicago
SUPERIOR 8300

Represented Nationally by the NBC Spot Offices in
NEW YORK CHICAGO BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

POPULAR CINCINNATI RA

DON MARCO
"Between Friends"

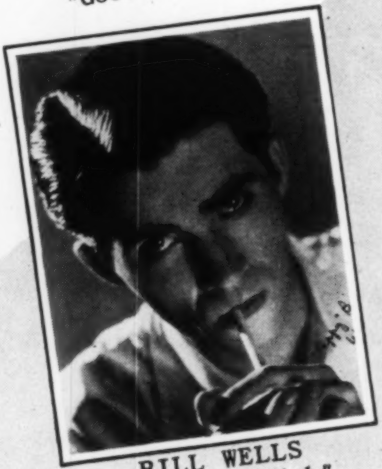
JACK FOSTER

OLIVE KACKLEY
"Goodwill Ambassador"

ST RODE

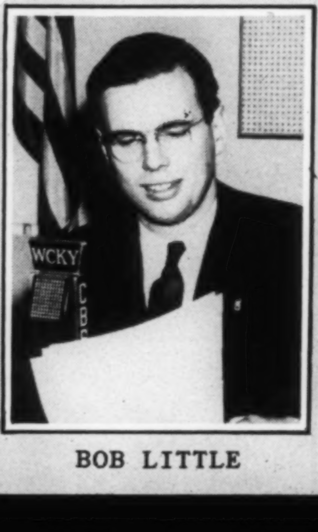
EILEEN GRAHAM

MILTON BACON
"Goodwill Ambassador"


BILL WELLS
"Midnight Club"

WC

PAT BURKE


BOB LITTLE

GORDON GRAY *"Swing School"*

WCKY is doing the Real Job
with CBS doing the Network

RADIO STARS ON WCKY

ST RHODES *Singer*

THE HAYMAKERS

BERNARD JOHNSON

WCKY ORCHESTRA

UNCLE BUD
"Uncle Bud's General Store"

REX DAVIS
"Newscaster"

ool"

AL BLAND *"Morn Patrol"*

LEN RILEY *"Sportscaster"*

BILL ROBBINS

Personal Shows

. . . L.B. Wilson

C B S
FIFTY GRAND IN POWER

BROADCASTING
and
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BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $5.00 per year—15c a copy ● Copyright, 1941, by Broadcasting Publications, Inc.

Warts or Cancer

AMERICA is at the crossroads. The nation is on a war footing. Taxes are the highest in history. Ordinary peace time pursuits have been relegated to secondary status. The public is being exhorted to pitch in on the greatest national effort since the founding fathers established the Republic.

So the four-man FCC majority has concluded this is a good time to undertake a "noble experiment" with the broadcasting industry.

If the network monopoly regulations prove onerous and don't work, then the battered networks can limp back to the Commission for relief, the majority states. The industry as a whole is buttered up with the "concession" of two-year licenses. The "forced sale" of NBC's Blue is "indefinitely postponed".

But, says the majority, there shall be no exclusive network contracts or time options. It feels confident that a "healthier industry" will result. But, mind you, if it doesn't then the Commission magnanimously will step in and, presto!, back to the old system we'll go.

Even if the question of the Commission's jurisdiction were settled, such an action by an administrative agency without the advice or consent of its creater, the Congress, would be preposterous. But in time of national stress, to introduce so far-reaching a reform—which it admits is uncertain—is to gamble with a vital medium at the public's expense.

The FCC majority's grab for power is probably without parallel in regulatory annals. It has been disdainful of repeated expressions of members of Congress—of the authors of the statute itself—as to the limitation of its functions and has even defied the Supreme Court. It has talked to the industry about one set of regulations, and has voted out another. It has even questioned the rights of the parties to their day in court on the regulations, by attempting to reach a compromise if NBC and CBS would agree not to litigate.

Beyond that the time-option rule (which is a misnomer because it provides no options at all) constitutes something not even discussed during the protracted "conferences" of FCC Chairman Fly with the network executives. Minutes of the FCC reveal that on Aug. 1 the Commission authorized its "committee" negotiating with the networks to work out an option formula that would permit three hours of exclusive option time in each five-hour segment to a single network by stations in cities having four or more outlets; 2½ hours of each five in cities with three stations; two hours in markets with two stations, and even an allowance of 1½ hours of exclusive network time to a network dealing with the only station in a market.

But the majority kicked all of that overboard and ruled out options altogether. Yet, presumably for public consumption, it talks about "non-exclusive options".

That is rank deceit!

There either is or isn't an option. Under the rules a network cannot anchor to a particular station in any market. This means, purely and simply, that the cream business of each network will probably go to the first station in each market, with the remaining outlets scrambling for the leavings. It means, too, in unvarnished terms, that the incentive to produce sustaining programs will all but be destroyed.

Something probably overlooked by Administration executives "consulted" before the "two New York corporations" were cracked by the majority, is the fact that the free and easy access to networks on defense programming will exist no more, once the rules become operative. Networks will have no exclusive time options over guaranteed nationwide chains. So, it obviously follows, they won't be able to clear time.

We have little doubt that NBC and CBS will procure injunctive relief from the courts, staying the effect of the orders. And we have no doubt whatever that the networks will appeal, even though the FCC's majority's spokesman says he will be "surprised" if they do.

But even before that becomes necessary, Congress should be prevailed upon to intervene. Talk about not brooking any "political pressure" by the industry, expressed on behalf of the FCC majority, is so much poppycock. The FCC is a creature of Congress. It exists by virtue of an Act of Congress. It is the responsibility of Congress to check its rampages. Besides, this majority spokesman, who talks about industry pressure, himself repeatedly has counselled with key men in Congress to thwart any legislative inquiry.

We do not contend there are no evils in the existing network-affiliate relationship. But we feel that they constitute private contractual relations and that the FCC, by statute, is foreclosed from considering them. We concur wholeheartedly with the views of the Craven-Case minority.

As one observer aptly put it, the FCC majority "is operating for cancer, when the industry has warts".

Congress, we think, must be consulted on the cure.

Receiver manufacturers and even service men are feeling the priorities pinch. Yet broadcasting is labelled a sort of quasi-defense operation. Without working receivers, radio circulation will be hit. There's a job to be done on the receiving end, too.

To Avoid Chaos

IF COMPELLING NEED exists for independently functioning groups or associations within the broadcasting industry, and if NIB and the newly-forming Independent Broadcasters Inc. actually jell into well-integrated entities, the better part of discretion would appear to dictate that their membership—and their leadership especially—should avoid any semblance of outside interference.

Bluntly, we mean that these and any other groups that may crop into being should not allow themsevles to be led by the halter or even advised by disruptive elements such as the FCC's crackdown majority when it comes to wholly intra-industry affairs.

FCC Chairman Fly's aversion to the NAB and its leadership has been manifested in various ways since the St. Louis convention. There was well-founded suspicion that he personally was espousing the NIB's expansion from a local station group to a projected rival of NAB. Even at the Chicago convention of the new IBI his views were quoted on—of all things—the copyright problem with which the Commission cannot conceivably be concerned. His purported remarks were, to be sure, quite innocuous, but the mere fact that he was quoted at all didn't set well with some of the broadcasters attending last week's Chicago's conclave.

We've warned before in these columns against "divide and rule" tactics. Hitler has shown how favors carried or received today may end in disaster tomorrow. Broadcasting as a whole faces tremendous common problems, perhaps even self-preservation against one element in Washington which seems hell bent for Government ownership of at least part of the broadcast structure.

Without passing on the merits of individual organizations, we still think the NAB as a common front should be preserved and necessary reforms imposed from within. At informal IBI group meetings in Chicago the old idea of a "federation" of groups or associations under the NAB banner was freely discussed and favored in many quarters. The best suggestion we've heard thus far is that NAB be constituted into a sort of holding company of the various groups within the industry—NIB, IBI, IRNA, the Clear Channel Group and the networks. Each could have its own executive and organizational setup, but all would join battle under one banner in common causes.

Otherwise, no one will be able to speak with authority for the industry as a whole and chaos is inevitable.

We Pay Our Respects To —

WILLIAM WALTER TISON

BACK IN 1921 a young man walked into the offices of the *Atlanta Journal*. He wanted to see Maj. John S. Cohen, publisher. Asked to state his business, he said he came to talk radio. The Major eyed the youth of 23 with a playful twinkle—ah, that dream-thing, Radio.

But Walter Tison was already talking radio. And within a few minutes his earnestness caught the publisher's interest. He listened as Tison talked. A "sale" was made.

Early in March of the next year, with aid of George Isler, an engineer of the Georgia Power Co., Tison took his old "ham" transmitter, gave it voice, and WSB, the *Atlanta Journal* station, the first broadcasting outlet in Dixie and the first newspaper-owned station in the country, took the air.

Walter Tison had realized the first step in what he felt was his destiny.

It was not a callow, uninformed youth with a fantastic whim who approached Maj. Cohen that day. "Ty" Tison knew whereof he spoke. Ever since his high school days in Cedartown, Ga., where he was born May 6, 1899, he had hung around the railroad telegraph offices running errands, talking to operators and learning to operate a key. Things mechanical and electrical interested him.

By high school graduation the United States was in the war. Though only 18, Walt enlisted in the Navy and was shuttled off to the radio school at Harvard. After finishing the three-month course he was commissioned to the destroyer fleet as a radioman third class. Later he was transferred and served on several battleships as a radiophone operator. While on an escort ship carrying President Wilson to Europe just after the war, he had his first experience with "broadcasting" when the operator aboard the flagship radioed to "Stand by until the band quits playing". Startled, Tison held his breath as he heard the strains of the national anthem over his earphones. (In those day 5-watt transmitters were used by the Navy during fleet formations.)

After the war Walt returned to Cedartown expecting to enter business. He looked around and decided he just wasn't made for it. Maybe it was because at that time the U. S. Shipping Board was urgently in need of radiomen for its fast-growing merchant marine. With his Navy experience, Walt felt this was his place. In three years he crossed the Atlantic 12 times and made trips to South America, Cuba, Africa and where not.

While still at sea Ty began to follow with interest the early experimental operation of KDKA and other Westinghouse stations. Each night at sea he tried to catch their signals, study them, check them. It was his idea of recreation.

The day finally came when he decided to try ashore again. Back in Cedartown he rigged a "ham" transmitter and became an ardent member of the amateur fraternity. Day and night he stayed at the controls, hardly taking time to sleep.

One day, playing a hunch, he went over to Atlanta to see Maj. Cohen. The result was WSB, with Ty as manager.

In 1925, when WSB was switching to 1,000 watts a Florida developer flushed with boom profits bought the old 500-watt transmitter and shipped it to Clearwater, Fla. Ty went along to install it. This same 500-watt outfit went on the air as WGHB, with Tison as manager, and after many vicissitudes wound up as WFLA-WSUN, owned and operated jointly by the communities of Clearwater and St. Petersburg. Ty guided these stations through the years, saw them grow in power, join networks.

In 1935 the City of Clearwater decided to liquidate its half of the station to retire some depression-ridden city bonds. Ty was on the spot. The baby he had nursed from infancy was about to go by the board. He thought it over, went to a Clearwater lawyer and started to talk radio as he had done more than a decade before to Maj. Cohen.

Then he made another sale. Jointly he and the lawyer bought up some $225,000 worth of the bonds, at the same time helping the city get rid of its outstanding indebtedness.

Under the new ownership WFLA was licensed to operate parttime, sharing with WSUN. But Ty continued to look after the general interests of both stations, though his official capacity was general manager of the former.

In 1939 the lawyer associated with Ty sold his interest in the station to the *Tampa Tribune*. The split-time arrangement with St. Petersburg continued. But it soon became apparent that both stations would have to operate on a fulltime schedule. Out of many conferences came the application of the *Tribune* for WKGA, Tampa, which was granted in September, 1940 and which began operating [as a new WFLA] in January, 1941.

At this time Ty sold his part interest to the *Tribune*. The deal was a profitable one, and Ty became independently wealthy.

Through it all, however, Ty has continued to manage WFLA. It is his baby. In the early days there were only two people on the payroll, and Ty was announcer-engineer-production man-janitor. But from an old third-hand converted "ham" transmitter working parttime, Ty has watched it grow to a fulltime NBC-Red affiliate.

Ty is one of radio's true pioneers. He has combined his hobby and his life's work; they are one and the same. His has been the vision and the foresight, the confidence in the future progress and success of a new industry. He has helped to blaze the trail for countless others so that today, a veteran at 42, he smiles as he looks back—not without nostalgia—to the infancy of radio only two short decades ago. He has seen his old ham transmitter, which served both WSB and WFLA, put up as a museum piece, together with the old WLS speech input equipment, at the Smithsonian Institution in Washington.

Nor has Ty been too closely wrapped up in radio to lose his perspective. He has made himself a student of its every phase. A master at the commercial angle, he has studied carefully the effect of radio as a social force. "Radio," he says, "is primarily for the listener. If properly handled it becomes one of our most powerful educating forces. Station managers should never forget this fact."

In addition to his managerial duties at WFLA, Tison is district director of the NAB, a former president of the Florida Assn. of Broadcasters, a Shriner and a Kiwanian.

At home at "Tisonia", a beautiful 40-acre estate on the edge of Tampa with shaded trees and an orange grove in the backyard, the visitor will meet the charming Mrs. Tison, the former Exa Jones of Alabama, and their two adopted children. You'll find Ty there allright—and if you drop over be prepared to talk radio. Ty is still at it.

Personal NOTES

THOMAS H. MOORE Jr., for six years on the J. Walter Thompson Co. radio staff, on Oct. 13 was named commercial program manager of WOR, New York. He succeeded Mitchell Benson, now with J. M. Mathes Inc., New York.

ODIN RAMSLAND, of the sales staff, has been promoted to commercial manager of KDAL, Duluth.

DARRELL BANDY has resigned from the sales staff of KDAL, Duluth. to become commercial manager of WDSM, Superior, Wis., making his headquarters in the Duluth studios.

ALFRED J. McCOSKER, president of WOR, New York, has donated a trophy in event No. 3 at the Fourth Annual All-Eastern States Championship Pistol and Revolver Matches at Fort Washington, L. I. Oct. 25-26.

EDWIN P. SHURICK, formerly general manager of WLOL, Minneapolis, has opened offices as a radio consultant in that city. In July, 1941, Mr. Shurick left the general manager's post of WLOL to assist the late John P. Devaney in his national defense work.

HOWARD DAHL has succeeded Ed Cunniff, resigned, as manager of WKBH, La Crosse, Wis.

ROBERT G. VENN, formerly of NBC Chicago sales promotion department, has joined WSGN, Birmingham, as sales promotion manager. He is succeeded in Chicago by Alvin G. Walser, formerly contact man for California Fruit Growers Exchange, Peoria, Ill.

WILLIAM H. GRIMDITCH, vice-president in charge of engineering of Philco Corp., New York, has been appointed a vice-president of Hazeltine Service Corp., New York, subsidiary of Hazeltine Corp.

HARRISON HOLLIWAY, KFI-KECA, Los Angeles manager, and Harry Maizlish, manager of KFWB, Hollywood, jointly represent the radio industry on the motion picture division's special arrangements committee of the Community Chest campaign.

HAROLD STORM, formerly assistant advertising manager of the 106 Midwest Council Oake Stores, has joined the merchandising department of WNAX, Yankton, S. D.

STUART STANDISH, formerly commercial representative of WSOC, Charlotte, N. C., on Oct. 13 joined Swinson Products Co., Charlotte, as general sales manager.

TED OBERFELDER, assistant promotion manager of the *Philadelphia Inquirer*, morning newspaper, is joining the sales staff of WCAU, Philadelphia.

GEORGE WILSON, son of Howard H. Wilson, station representative, and manager of the company's Kansas City office, has joined the organization's Chicago sales staff. Joe Farrell, salesman in the Kansas City office, succeeds Mr. Wilson as manager.

BEHIND the MIKE

JAMES SIRMOMS, formerly chief announcer, has been named assistant program director of WFMJ, Youngstown, O. Bob Wylie, announcer, has taken over the duties of chief announcer. Kathryn Leskosky has been added to the script staff. Tom McKee and Bob Mackall have been added to the announcing staff.

HUGH HOLDER, formerly of WSJS, Winston-Salem, N. C., has joined the announcing staff of WXYZ, Detroit.

BUD FINCH, recently honorably discharged from military service, on Oct. 17 resumed his place on the announcing staff of WELI, New Haven.

WENDELL PALMER, formerly of the radio department of the *Minneapolis Star Journal*, has joined WTMJ, Milwaukee, as continuity writer.

MARIAN MARTIN, St. Louis writer and radio columnist, has been named to succeed Josephine Halpin as women's commentator on KMOX, St. Louis.

HOWARD L. EMICH, former program manager of WMAM, Marinette, Wis., has joined the production staff of WHBF, Rock Island, Ill.

JOCKO MAXWELL, sportcaster of WWRL, New York, has signed with *Football News*, national sports newspaper, to conduct a weekly column covering football happenings. Maxwell conducts a column in *Colyer's Baseball World*.

MURILLO SCHOFIELD, former stage actor and freelance radio actor, has joined KOCY, Oklahoma City, as continuity writer and announcer.

Wash-Room Torches

FOLLOWING the recent Kentucky-Vanderbilt football game at Lexington, Ky., Dick Bray, sportscaster of WLW, Cincinnati, got ready to go on the air with his regular after-game *Football Scoreboard* quarter-hour only to find that the shades of evening were fast descending and the stadium press box had no lights. Responding to the emergency, Paul Jones, WLW-WSAI announcer, commissioned two colored boys to stand on either side of Bray, holding flaming paper towels which he busily gathered by the armload from nearby washrooms. Bray read off his scores in the flickering light and the show went on without a hitch.

MARK LUCAS, announcer of WMAN, Mansfield, O., left Oct. 15 to join the Army. He will be replaced by Charles Palmer.

C. W. LEMING, formerly freelance announcer of Seattle, has joined the announcing staff of KIT, Yakima.

ROY LOCKWOOD, former BBC director and producer and more recently with the British Information Bureau in New York, has joined the production staff of NBC

BOB SAUDEK, assistant to Keith Kiggins, sales manager of NBC-Blue, is the father of his second boy, born recently in the Bronxville Hospital, New York.

WALLY SHELDON, announcer of WCAU, Philadelphia, and Betty Summer, were married in early October.

PARLEY BAER has been named supervisor of special events; Ted Kimball, agricultural supervisor; Fred Taylor, studio supervisor; and Gene Halliday, music supervisor, in a realignment of duties of KSL, Salt Lake City, by Production Manager Glenn Shaw.

BERI MELCHIOR, formerly secretary to Louis Ruppel, head of CBS publicity department, has opened an agency, Service Unlimited Ltd., at 140 E. 46th St., New York, to answer fan mail of radio personalities.

FLORENCE WOODWARD continuity writer of WAIT, Chicago, has been appointed the station's national defense program coordinator, handling the national defense programs broadcast on WAIT.

HOOPER WHITE, formerly of the announcing, continuity and production staff of WTMV, East St. Louis, Ill., has joined WCFL, Chicago, as assistant to the program director and production manager, George Case.

LOUIS E. HARTMAN, formerly program director of KOCY, Oklahoma City, has joined the continuity department of NBC Chicago, replacing John L. Lagen who is on leave of absence.

HENRY MISSELWITZ, Hollywood commentator, and Mrs. Carolyn Converse of San Mateo, Cal., were married Oct. 7 at Las Vegas, Nev.

BOB MEIKEL recently was named publicity director of KROW, Oakland, Cal., succeeding Don Logan, who left to join the radio department of Erwin, Wasey & Co., San Francisco.

JANET KISTEMANN, traffic manager of KYA, San Francisco, recently announced her engagement to Lloyd Franke of the U. S. Coast Guard. A December wedding is planned.

ALAN FORT, announcer of WIP, Philadelphia, has joined WBNY, Buffalo.

HAL TUNIS, program director of WFPG, Atlantic City, is the father of a boy born Oct. 10.

BOB TUTT, announcer, formerly of KROY, Sacramento, Cal., recently joined KSFO, San Francisco.

WILLIAM H. ADAMS, former conductor of the *Farm Journal* on KSFO, San Francisco, recently given a commission of captain in the Army, has been transferred from California to Fort Greely, Kodiak, Alaska.

RUTH HIRT has joined KLS, Oakland, Cal., as writer-producer, succeeding Terry Hobrecht, who resigned to return to U of California.

JACK SKINNER, formerly in the publicity departments of NBC and CBS, and recently radio director of the National Community Chest drive, on Oct. 13 joined Warwick & Legler, New York, as publicity director, a position which has been vacant for some time.

SHIRLEY WARD and Philip Van Dyke, Hollywood radio writers, have sold an original drama titled "Three Times Yesterday", for use on the weekly CBS *Screen Guild Theatre*, sponsored by Gulf Oil Co.

MIKE PECAROVICH, Hollywood commentator, has been signed for a similar role in the 20th Century-Fox film, "Rise & Shine", now in production.

CAREY CRONAN, news editor of WELI, New Haven, is publicity director for the Republican party in the coming New Haven election.

WCAE
PITTSBURGH
MUTUAL
NETWORK

A NEW Hook-up for everyone's Mutual Advantage!

- A new "program-interest" for WCAE listeners—the largest station-following in Pittsburgh.
- 46 new, entertaining, local-built, live-talent shows—8 of which are fed to MUTUAL.
- Exclusive broadcasts of PITT football games—outstanding sports events in Pittsburgh.
- Exclusive broadcasts of the Pittsburgh Symphony Concerts—outstanding musical events.
- These PLUS attractions, together with MUTUAL shows and features add up to a brand new listening thrill for Pittsburghers—and how they're enjoying it!!!

And that's only part of the story. For complete information as to time and program availabilities consult—

The KATZ Agency • National Representatives
500 Fifth Avenue New York, N. Y.

WCAE PITTSBURGH, PA.
5000 Watts • 1250 K.C.

South Carolina's No. 1 Market

FIRST IN~
- Total Population
- White Population
- Wholesale Sales
- Retail Sales
- Industrial and Business Pay Rolls

DOMINATED BY
WFBC
5000 WATTS
GREENVILLE, S.C.
HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION
NBC RED NETWORK
NATIONAL REPRESENTATIVE
WEED & COMPANY

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS
CLEAR CHANNEL

Meet the LADIES

HELEN WATTS SCHREIBER

HELEN WATTS SCHREIBER, for several years "Prudence Penny" on the *New York American*, who joined KSO, Des Moines, last February with quarter-hour broadcast on home economics, is now on a 30-minute schedule and now has one of the best success stories in radio. Her series has been expanded to accommodate six sponsors and the majority of those who were included on the first 15 minutes have renewed. Mrs. Schreiber is a native Iowan, born in Des Moines and was graduated from the Home Economics School of Iowa State College. Her career in home economics began when she conducted the *Register and Tribune* cooking school in the Shrine Auditorium in 1931. She has since become a nationally known lecturer, writer and radio personality.

LOIS DASHER, assistant to Lloyd Dennis, program director of WJSV Washington, announces her engagement to Hal Elkins, florist of Fredericksburg, Va. They met last April at the wedding of Ernest McIver, WJSV newsman, and Toni Poston, secretary to Arch McDonald, sports announcer.

FRED FOX, in charge of radio for the San Francisco Community Chest, has joined KFSO, San Francisco, as a writer.

HECTOR CHEVIGNY, Hollywood radio writer, has had two original stories, *Not All Geese Fly South*, and *The Naturalization of Joe Mendoza* published in recent issues of *Saturday Evening Post* and *Liberty*, respectively.

EDDIE DOOLEY, who conducts *Football Forecast* on MBS, Thursday, 11:30-11:45 p.m., last week started a new series of sportscasts thrice weekly on WNEW, New York, Tuesday, Thursday and Saturday, 7:45-8 p.m. Bob Considine is heard on the station Monday, Wednesday and Friday at the same time.

EDDIE EVANS has been promoted to production manager of KOMA, Oklahoma City, succeeding Jack Mitchell who has gone to Chicago to handle a network show. Bob Duren has returned to KOMA after a year's absence to relieve Dan Bowers who is going to Chicago with Mitchell.

DICK MORRIS, formerly of WDWS, Champaign, Ill., has joined the news and special events staff of WIBC, Indianapolis.

JAY ADAMS, at one time with Pennsylvania stations, has joined WCHS, Charleston, W. Va., as promotion manager.

CHARLIE DAMERON, Cincinnati singer, has joined WCKY, Cincinnati, as vocalist and m.c. of several WCKY programs. Dameron has been featured artist on several transcribed commercial programs, including a series for U. S. Tobacco Co. carried by Southern stations.

DALE DENNY, formerly of KVAN, Vancouver, Wash. the *Oregon Journal* and International News Service, has joined KOIN-KALE, Portland Ore., as assistant news editor.

REG DAGG, formerly commercial manager at CKWX, Vancouver, is now Administrative Officer of the Inspection Board of the United Kingdom in Canada at Toronto.

ROBERT PETRIE, formerly of KTSM, El Paso, has joined the announcing staff of KROD same city.

HAL GILMAN, formerly on the production staff of the Chicago Radio Council on Education, has joined the announcing staff of WSLB, Ogdensburg, N. Y.

MRS. CRYSTAL BROWN, formerly of the *Fort Worth* (Tex.) *Tribune*, has joined the continuity department of WSM, Nashville.

Broncho Bust

A SPECIAL EVENTS "scoop" was scored recently by WOR, New York, when the station hired Alice Greenough, world's champion girl cow-puncher appearing at the rodeo in Madison Square Garden, to take a mike with her atop the broncho "Whirligig". Elaborate preparations were made for the 15-minute broadcast, the station's engineers spending two days assembling and installing over 1,000 feet of wire. The broadcast got off on schedule but in 15 seconds Miss Greenough was off too—both off the broncho and off the air. In that time listeners heard two sounds come through their receivers. They said it sounded more like "glug" than "ugh".

H. EMORY ELLIS, formerly copy chief of the A. A. Klinger Agency, New York, and previously program director of WFPG, Atlantic City, N. J., has joined WAAT, Jersey City, as program director.

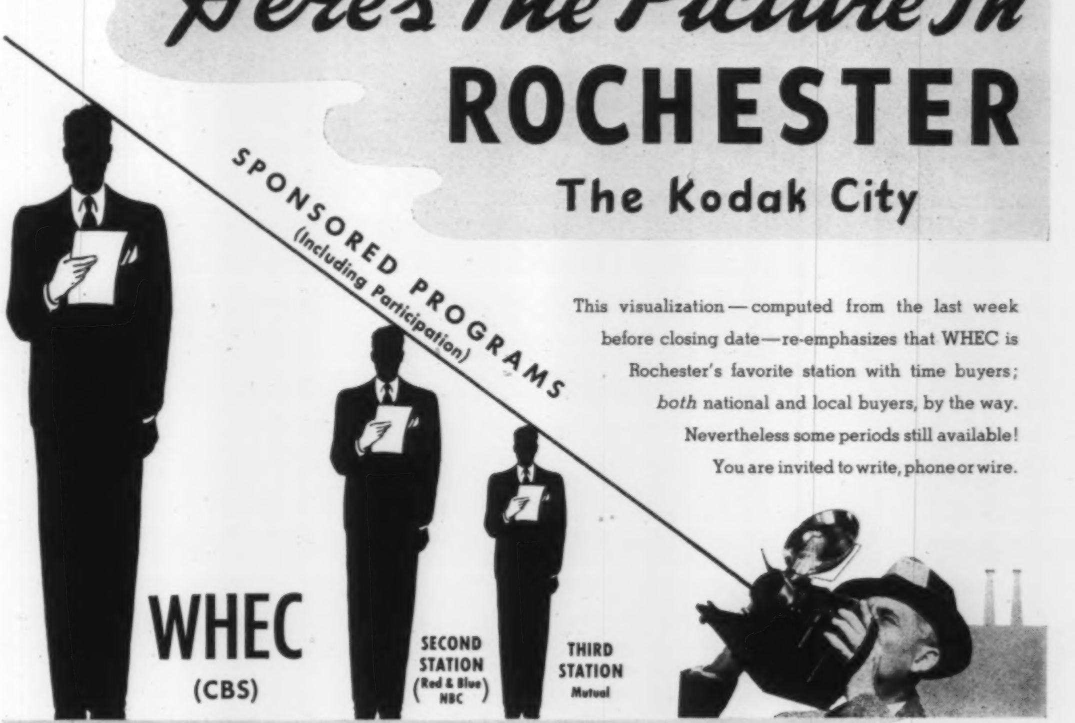
HORACE LOGAN, announcer of KWKH, Shreveport, has left to join the Silas Mason Shell Loading Plant.

ED TAIT, formerly of KFRO, Longview, Tex., has joined the announcing staff of KTBS, Shreveport. Paul Long, formerly of KTBS, has joined the announcing staff of its sister station, KWKH.

JAMES COY, newscaster and announcer of WNEW, New York, is back at work covering assignments in a plaster cast from his hips to his head. He broke several bones in his neck while fishing recently, and is on the job though he'll be in the cast three months.

FRANK J. DVORAK, graduate of U of Illinois and registered C.P.A. in Illinois, has joined MBS as assistant to Miles Lamphiear, chief auditor located in the Chicago office.

DEAN SCHMITTER, formerly chief of production of KTBS and KWKH, Shreveport, has joined the Naval Air Force.



Here's The Picture In
ROCHESTER
The Kodak City

This visualization — computed from the last week
before closing date—re-emphasizes that WHEC is
Rochester's favorite station with time buyers;
both national and local buyers, by the way.
Nevertheless some periods still available!
You are invited to write, phone or wire.

WHEC — ROCHESTER, N.Y.

BASIC CBS
National Representatives
J. P. McKinney & Son
New York, Chicago
San Francisco

in the CONTROL ROOM

ARTHUR SCHOENFUSS, former CBS studio engineer in New York, who was drafted last March, recently was commissioned at Camp Wheeler, Macon, Ga., as a second lieutenant in the Signal Corps Reserve and transferred to Fort Monmouth, N. J.

CHARLES GLINES, engineer of WMAN, Mansfield, O., is the father of a seven-pound boy.

J. C. McCOWEN, former transmitter technician of KSO-KRNT, Des Moines, has accepted a position with the ABTU.

ARTHUR TUTTLE has joined the engineering staff of WELI, New Haven, succeeding Ted Kalin, now with WEIM, Fitchburg, Mass.

CHARLES W. DYKE, formerly of Rolabird-Root Engineers, has joined the engineering staff of WOR, New York, succeeding Chester Babcock, resigned.

BOB FETTERMAN, of the engineering staff of WBIG, Glenside, Pa., has been made Philadelphia consultant of the Capital Radio Engineering Institute of Washington.

LAWRENCE WALKER, formerly of WPID, Petersburg, Va., has rejoined the engineering staff of WBML, Macon, Ga. He replaced Austin Kimball, now in the Coast Guard.

BERT CAPSTAFF, NBC Hollywood field engineer, has been assigned to the weekly *College of Musical Knowledge*, sponsored by American Tobacco Co. on the Red network and now on tour for six weeks or more.

Charles A. Hoxie

CHARLES A. HOXIE, 74, inventor of the first process which made possible the recording of the sound track directly on motion picture films, and former research engineer of General Electric Co., died Oct. 13 at his home in Alplaus, near Schenectady. After working many years as a telephone and radio engineer with various companies, Mr. Hoxie perfected his device, the general principles of which still form the basis for most sound-picture equipment.

Fulton Lewis on Tour

FULTON LEWIS jr., MBS news commentator, on Oct. 20 leaves for three weeks of defense inspections and lectures in the Midwest and West Coast, continuing his five-weekly 7 p.m. news on Mutual, in addition to his *Your Defense Reporter* program Mondays at 9:15 p.m. In the event of grounded planes or other such emergencies, Frank Blair will substitute for Lewis on the 7 p.m. show.

SUNDAY AVAILABLE TO VIDEO OUTLETS

SUNDAY, heretofore barred as a regular broadcast day for commercial television stations under Section 4.261 (a) covering minimum operating schedules in the FCC television rules, may now be utilized in weekly operating schedules, the FCC announced last Tuesday in amending the rules.

The previous rule has stipulated that in compiling the weekly minimum transmission requirement of 15 hours, Sunday could not be used. This was done, according to the FCC, to avoid conflict with Sunday blue laws in certain localities. The amendment, it is felt, will enable localities not subjected to blue laws to televise unhindered, although the new ruling does not necessarily supersede any local laws. Sunday television is deemed desirable since it provides larger daytime audiences for outdoor pickups as well as contrast to the weekday night and studio transmissions. The amended Section reads:

> Sec. 4.261 (a) Minimum Operating Schedule. (a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 15 hours per week. There shall be at least 2 hours program transmission between 2 p.m. and 11 p.m. on six days of each week including at least one hour program transmission between 7:30 and 10:30 p.m. on five days of each week.

Foreign Rule Extended

EXTENSION to Jan. 25, 1942 of the effective date of Section 4.45 of the Rules Governing International Broadcast Stations as it applies to WCBX, CBS shortwave station, was granted Oct. 14 by the FCC. Rule 4.45 provides that all international stations must operate with a minimum power of 50,000 watts.

WTAR Carries 7 of the Nation's 10 top favorite night programs and 3 of the Nation's 5 top favorite daytime programs on all networks.

Popular programs make listeners! That's why WTAR contacts more of the 1,182,000 potential listeners in the booming Norfolk Market than all other stations combined.

WTAR
NORFOLK VIRGINIA
Americas No. 1 Sales Area
Now 5000 Watts DAY and NIGHT NBC Red and Blue
National Representatives: Edward Petry & Co

WAVE AIN'T STRUCK WITH AWE (Ky.)!

You kin take our word for it, gents—the sales possibilities in Awe (Ky.) ain't nothin' awful! On the other hand is the booming Louisville Trading Area—where payrolls, for example, are up 100%—where a million and a quarter people make 54% of all retail purchases in the entire state! WAVE *completely* covers this milk-and-honey market—delivers your story *only* where it will do you some good! Make us prove it—send for the facts!

LOUISVILLE'S WAVE
5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

PERFORMANCE STRENGTH and LOW COST...

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION SIOUX CITY, IOWA

Agencies

ALBERT JARVIS, radio director of Norris-Patterson Ltd., Toronto, has joined James Fisher Co. Ltd., Toronto, as an account executive. He is succeeded as radio director by W. F. Ralph.

T. E. RACKSTRAW has been appointed radio executive at James Fisher Co. Ltd., Toronto, succeeding Don Bassett, who left to join Radio Centre Ltd., Toronto, program and recording producer.

LOUIS GRIMM, formerly with RKO Radio Pictures, New York, has joined Cesana & Associates, Hollywood, as account executive.

SLAYTON POLLEYS LaDUE has been appointed Northern California manager of Howard H. Wilson Co., and Homer Owen Griffith, station representatives, and is headquartered at 681 Market St., San Francisco.

WILLIAM ROYAL, formerly radio director of Wheaton Adv. Agency, New York, has joined the production department of WMCA, New York, replacing Frank Danzig, who has joined CBS.

GEORGE SPARLING, copy director of Vanderbie & Rubens, Chicago agency, has been named vice-president in charge of creative promotion.

H. M. DITTMAN Adv. Agency, Philadelphia, has moved to the Market St. National Bank Bldg.

ERWIN, WASEY & Co. recently opened a New England office at 157 Church St., New Haven, John F. Barteau is in charge.

RUSSEL M. SEEDS Co., Chicago agency, has established West Coast offices at 1680 N. Vine St., Hollywood, with Helen D. Woodman in charge.

RECENTLY SIGNED SPONSOR for 156 newscasts thrice-weekly on WXYZ, Detroit, Berry Bros., Detroit paint manufacturers, officials gathered with members of the WXYZ staff at a Berry Bros. dealer convention at the Detroit-Leland. Gathered about are (l to r), Arthur Kiernan, president of Berry Bros.; Ross Mack, vice-president of Fred M. Randall Co., agency; C. E. Gunn, WXYZ; Harold True, WXYZ news commentator; Dave Anderson, sales manager of the paint company; Jack Greene, Berry advertising manager; Rod Hughes, of the agency.

FLORENCE SPERL, casting director of Compton Adv., New York, and wife of Hal James, a script supervisor of Compton, resigned Oct. 15. George Brengle, a former Compton script supervisor, succeeds her temporarily.

ERNIE WHITNEY, formerly of the production staff of WHB, Kansas City, has joined Potts-Turnbull Co., Kansas City, as radio director.

HUBER HOGE & SONS, New York has moved its offices to 699 Madison Ave. New telephone is Regent 7-3500.

Nets Slate FDR Speech

MBS, NBC and CBS, on Oct. 27 will broadcast the speech of President Franklin D. Roosevelt, in which he will proclaim "Naval and Total Defense Day" and will discuss problems of the Navy and total defense, from a dinner at the Mayflower Hotel, Washington, sponsored by the Navy League.

J. A. Goff

J. A. GOFF, for many years manager of the Tacoma office of Pacific National Adv. Agency, died Oct. 10 after undergoing an operation Sept. 24. The Tacoma office of the agency will be handled through Seattle headquarters, according to an announcement by William H. Horsley, president.

On 'Martha Deane'

RECENT sponsors signing for announcements on the *Martha Deane* program on WOR, New York, are O'Cedar Corp., Chcago (waxes and polishes), through H. W. Kastor & Sons, and Skinner & Eddy Corp., New York for Minute Man Soup and placed through H. B. LeQuatte Inc., New York. With S. A. Schonbrunn & Co., New York (Savarin coffee), who came on the program shortly after it started a month ago, the show has three sponsors.

Pacific Group to Hear Ad Problems Discussed

EFFECT of the defense emergency on advertising will be the general theme of the annual convention of the Pacific Council, American Assn. of Advertising Agencies, at Hotel Del Monte, Del Monte, Cal., October 23-24. William H. Horsley, president of Pacific National Adv. Agency, Seattle, is convention chairman.

Speakers will include Carroll L. Wilson, director of the Bureau of Foreign and Domestic Commerce; Guy Smith, of Brooke, Smith, French & Dorrence and chairman of the A. A. A. A.; Leo M. Cherne, of the Research Institute of America; Col. Willard Chevalier, publisher of *Business Week;* Bettina Wilson, fashion and beauty editor of *Vogue* magazine.

Series 32.8 Rating

MBS broadcasts of the 1941 World's Series, sponsored by Gillette Safety Razor Co., were listened to by 32.8% of the radio families in the United States, according to the Cooperative Analysis of BROADCASTING. Figure is an average for all five games. Listening this year compares favorably with that of previous Series, the CAB states, pointing out that in 1935 the Tigers-Cubs series attracted approximately 35% of all set-owners; the 1937 Yankees-Giants series rated 25.3; the 1938 Yankee-Cubs games rated 33.2; the 1939 Yankees-Reds series, 21.3, and the 1940 Reds-Tigers series, 25.2.

JOHNNIE O'HARA

FOUR STAR FEATURE

★ Mass Audience Acceptance in the great St. Louis market.

★ Continuous Sponsorship for five years with three sponsors.

★ Listener confidence proved with unusual sales results.

★ A six day feature on the "First in Sports" station.

ST. LOUIS

KWK

Represented by Raymer

While Others Shift
The Same
WCAO
in
Baltimore

☆Same Network
CBS basic since 1927

☆Same Frequency
600 kc. since 1922

☆Same Popularity
The Voice of Baltimore
Since 1922

TO PRESENT in terms of radio what we are defending in America and the need for defending it, MBS on Nov. 9 will start a series of Sunday evening half-hour defense programs as a joint presentation of the Office of Emergency Management and WOR, Mutual New York affiliate. Regulars on the series will be Clifton Fadiman, m.c. of the NBC-Red *Information Please* program, and Morton Gould, WOR's composer-conductor, as musical director.

Material for guest dramatic stars for the variety part of the show will consist of adaptations from plays and books by Lillian Hellman, Stephen Vincent Benet, R. E. Sherwood, and others. Interviews with OEM officials also will be featured. Arthur Kurlan, production director of the OEM Radio Section, will produce the series, under the supervision of Julius F. Seebach, WOR vice-president in charge of program operations, and Bernard C. Schoenfeld, chief of the OEM Radio Section.

* * *

Making It Clear

TO CLARIFY present issues rather than to create new controversies, is purpose of the new weekly CBS Pacific Coast half-hour program, *What's It All About?* Produced by Chet Huntley, under supervision of Donald W. Thornburgh, CBS Pacific Coast vice-president, and Frances Farmer Wilder, network's Pacific Coast educational director, the series features round table discussions conducted by Dr. Leo C. Rosten, social scientist and lecturer. Persons prominent in educational circles take part in the discussions.

* * *

Cancelled Bills

SLANTED to the home folks with offspring at Kansas U, *KU Campus Quiz* has started on WREN, Lawrence, Kan. The show originates at Brick's, for 25 years the favorite coke hangout of the campus. The tea-time broadcast interviews with students, who identify themselves and outline their academic pursuits, ending up by answering a trick question, with right answers cancelling his bill with the management.

* * *

In the Making

TO ACQUAINT young people with the problems, methods and opportunities offered in various fields of endeavor is the purpose of a new Saturday morning series, *Young Americans in the Making* on WEEI, Boston. Dramatizing the development of citizenship in the public schools, the programs are sponsored by the Massachusetts department of education.

* * *

Citizens in Democracy

STEPHENS College radio division is offering a weekly feature on KFRU, Columbia, Mo., dramatizing the duties of citizenship in a democracy. Program will be all student participation.

* * *

Defense Health

IN COOPERATION with the Washington Medical Society, MBS is presenting a Thursday evening quarter-hour series from WOL, Washington, entitled *National Defense Health Clinics*.

Purely PROGRAMS

Northwest Defense

DESIGNED to speed the decentralization of national defense orders in the State of Washington, a new program, called *Everybody's Business* has been started over KJR, Seattle. It is believed to be the first organized effort of its kind in the country. Purpose of the series is to determine how cities throughout the state may participate in defense orders which now are concentrated in Seattle, Tacoma, and Bremerton. Each week a different city will be the subject of the broadcast, highlighting such information as mechanical equipment, manpower, transportation facilities, etc.

* * *

Novels Dramatized

DRAMATIZATIONS of the world's greatest novels is presented every Friday, 5-5:30 p.m. on WNYC, New York, starting Oct. 17. Presented in cooperation with the New York Public Library, the series, known as *Great Novels*, is the second in which the library has cooperated with the station. Last year *Life & Works* dramatized the lives and the most famous writings of great American authors on WNYC.

Music While You Drive

TRANSCRIBED MUSIC for motorists is featured on a new half-hour weekly show on WWNY, Watertown, N. Y. Sponsored by a local Stromberg-Carlson dealer, program is titled *Music for Motoring*, with selections of a mellow restful vein that would add to the pleasure of driving in the scenic countryside played.

* * *

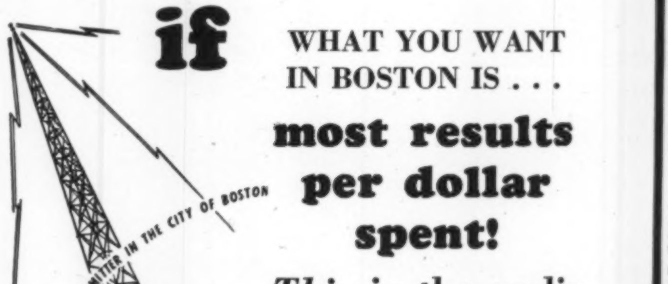
To WHN From Capital

WHN, New York, on Oct. 17 started its third regular weekly program from Washington, with Theodore Granik's *Women's Forum* from the Sapphire Room of the Mayflower Hotel with Doris Fleeson as moderator. Other Washington programs on WHN include *Dinner at Mrs. Atwill's* and newscasts by Fulton Lewis jr.

* * *

Circle

"SAUNDERS of Circle X", a story of the colorful West of a few years ago, is the new weekly dramatic program launched on KGO, San Francisco. Sam Dickson, who wrote the popular *Winning of the West* series for NBC, is author of "Saunders of Circle X".


if
WHAT YOU WANT
IN BOSTON IS . . .
most results
per dollar
spent!
This is the radio
station for *YOU!*
★
GOING FULL TIME SOON!
BUY NOW
at
LOW DAYTIME RATES!

THE ONLY COMMERCIAL RADIO TRANSMITTER IN THE CITY OF BOSTON

MASSACHUSETTS
BROADCASTING
CORP.
COPLEY-PLAZA HOTEL
BOSTON, MASS.

National Representatives
HEADLEY-REED COMPANY
NEW YORK · CHICAGO
DETROIT · ATLANTA

WCOP
BOSTON'S "STAR SALESMAN"

PUBLIC SCHOOLS IN Philadelphia are provided the transcribed *This Is America* by WPEN, Philadelphia, for history and social science classes. The series is sponsored on the station by Herschel-California Fruit Products, Pasadena, Cal., for its Contadina Tomato Paste. Mrs. Eleanore Brown, of Aaron & Brown, Philadelphia, agency handling the account, is having the 33⅓ disks cut to 78 for school phonograph use. Although no commercial plugs are made in the class-room teachers advise the students that the history series is broadcast over WPEN.

* * *

Cake Competition

COOPERATING with General Mills in a merchandising stunt for *Light of the World*, KROD, El Paso, is sponsoring a cake-baking contest. Competition closes at midnight on Halloween, with only Betty Crocker's "midnight cakes" accepted—the recipe for the cake being found in a sack of Gold Medal Kitchen-Tested Flour. Hundreds of mimeographed copies of contest rules have been distributed to grocers in the area, and prizes ranging from $15 cash to 12-pound sacks of flour are being offered.

* * *

Dual Service

PROMOTING the addition of NBC-Blue to its previous NBC-Red affiliation, WFBG, Altoona, Pa., carried a full-page advertisement in the *Altoona Mirror*, listing NBC programs carried by the station, along with program schedules. The ad also included an announcement of the dual NBC service by Roy F. Thompson, WFBG managing director, and a congratulatory message from William S. Hedges, NBC vice-president in charge of station relations.

* * *

Red's Pix

TO MERCHANDISE the new NBC-Red *Raleigh Program* among tobacco outlets, Brown & Williamson Tobacco Corp., Louisville, is distributing through salesmen a 10-page multi-colored brochure containing picture of Red Skelton, comedian, and the rest of the cast, and press clippings from the comedian's latest movie, *Whistling in the Dark*. Booklet was prepared by the agency, Russel M. Seeds Co., Chicago.

Merchandising & Promotion

Plugged by History—Tested Cakes—Red and Blue, Both—Weekly News—Ponies—More Cake

Joliet Weekly

DEVOTED to local news items pertaining to the radio, motion picture and entertainment fields, WCLS, Joliet, Ill., has started publishing a new weekly, *Dial Times*, The eight-page paper, 9 x 12 inches, is printed on newsprint and contains local advertising, along with station plugs.

* * *

Shetland Ponies

SUPPLEMENTING its advertising on WXYZ, Detroit, the Detroit & Eberling Creamery, Detroit, is conducting a weekly contest for school children who submit 30-word letters on the merits of the sponsor's product. Prize is a real Shetland pony.

Video at Fair

FOR THE second straight year, KDYL, Salt Lake City, demonstrated RCA television at the Utah State Fair. The RCA demonstration is the fair's biggest attraction, KDYL says. A baby show was televised along with other novelties. Attendance was larger than that at any other single feature at the fair.

* * *

Birthday Cake

WJZ, New York, let its friends help celebrate its 20th birthday last week by sending them pieces of birthday cake, each packed in a box resembling a miniature radio receiver, and with its dial set for WJZ.

Jack Horner
Elmer Hanson
KFJM
"MILE O WHEATIES"
"Ball Park or bust"

EVEN A RAINSTORM, which washed out a scheduled ball game failed to halt a promotion stunt put on for Wheaties by KFJM, Grand Forks, N. D. The station started a "Mile o' Wheaties" project, with fans sending in Wheaties box tops to complete an imaginary mile. The night of the game climaxing the contest the weatherman washed it out. A subsitute game was played. Shown are (l to r) Jack Horner, KFJM sports announcer, and Elmer Hanson, commercial manager.

Tell Your Story in Sunshine Land . . .

The winter vacation land of the Southwest offers you a big market that you can reach more easily and effectively over KROD. Let us tell you all the facts about the El Paso Southwest.

KROD

000 Watts (day) • 500 Watts (night)
600 kc
Columbia's Outlet to the El Paso Southwest
Dorrance D. Roderick, Owner
Merle H. Tucker, Manager
Howard H. Wilson Co., *Natl. Reps.*

SPAULDING
Table Queen
WGY

"CAN WGY HELP US SELL TABLE QUEEN?"

WHEN we called on the Spaulding Bakeries a couple of months ago, we ran into some very sound questions.

"Can you show us how we can help sell our Table Queen Bread over WGY?" asked Mr. William S. Morris, manager of the Spaulding Bakery in Oneonta, N. Y.

"Can we obtain lasting, dependable results?" inquired Spaulding's Advertising Manager, Mr. Walter G. Larkin.

"Sure," we began not too modestly; "you'll get results on WGY or we're not the only 50,000-watt radio station within 100 miles of Schenectady."

Naturally both gentlemen continued the conversation with requests for more solid facts and figures. The upshot was a contract for a morning five-minute period three times a week, featuring WGY's popular songstress, "Your Neighbor," Annette McCullough. After several weeks on the air Mr. Morris and Mr. Larkin had this to say:

"We have heard some splendid comments on our program to date and are pleased to report that we have also noted an increase in the sale of Table Queen Bread, and we expect the sale of it to continue to grow."

So do we.

WGY-50-211

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

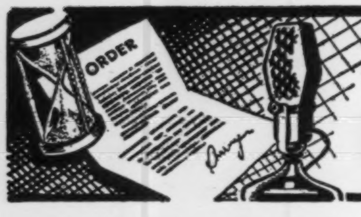
Represented Nationally by NBC Spot Sales Offices

New York
Cleveland

Chicago
Denver

Boston
San Francisco

Washington
Hollywood



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

Procter & Gamble Co., Cincinnati, *sa* series, thru Compton Adv., N. Y.

Grass Noodle Co., Chicago (soup), *sa* series, thru Charles Silver & Co., Chicago.

Johnson & Johnson, New Brunswick, N. J. (Tek), *sa* series, thru Ferry-Hanly Co., N. Y.

Megowan Educator Food Co., Lowell, Mass (crackers), *sa* series, thru John W. Queen, Boston.

Kirkman & Son, Brooklyn (soap), *ta* series, thru N. W. Ayer & Son, N. Y.

Readers Digest Assn., Pleasantville, N. Y., *ta* series, thru BBDO, N. Y.

E. L. Knowles Inc., Springfield, Mass. (Rubine), *sa* series, thru Chas. W. Hoyt Co., N. Y.

Wilson & Co., Chicago (Ideal dog food), *sp* series, thru U. S. Adv. Corp., Chicago.

Penick & Ford, New York (My-T-Fine dessert), *ta* series, thru BBDO, N. Y.

Bond Stores, New York (chain), *sa*, *ta* series, thru Neff-Rogow, N. Y.

Perfection Stove Co., Cleveland, *t* series, thru McCann-Erickson, Cleveland.

General Foods, New York (Grapenuts meal), *t* series, thru Young & Rubicam, N. Y.

M & M Candy Co., Newark, *sa* series, thru Lord & Thomas, N. Y.

Liberty Mutual Insurance Co., Boston, *ta* series, thru BBDO, N. Y.

Great A & P Tea Co., Boston (coffee), *ta* series, thru Paris & Peart, N. Y.

Phila. & Reading Coal & Iron Co., Phila., *sa* series, thru McKee & Albright, Phila.

Beechnut Packing Co., Canajoharie, N. Y. (gum), *sa* series, thru Newell-Emmett, N. Y.

Aetna Casualty & Surety Co., Hartford, *ta* series, thru Marschalk & Pratt, N. Y.

Penick & Ford, New York (molasses), *sa* series, thru J. Walter Thompson Co., N. Y.

Scott Paper Co., Chester, Pa., 3 *sa* weekly, thru J. Walter Thompson Co., N. Y.

Longines-Wittnauer, New York (watches), *ta* series, thru Arthur Rosenburg Co., N. Y.

Carleton-Hovey, New York (Father John's), 6 *sa* weekly, thru John W. Queen, Boston.

International Salt Co., Scranton, 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.

Maryland Pharmaceutical Co., Baltimore, *ta* series, thru Joseph Katz Co., Baltimore.

State of New York, Albany (milk), *sp* weekly, thru J. M. Mathes Inc., N. Y.

Wm. Wrigley Jr. Co., Chicago, *t* series, thru Arthur Meyerhoff & Co., Chicago.

Wheatena Corp., Rahway, N. J. (cereal), 5 *t* weekly, thru Compton Adv., N. Y.

Lever Bros., Cambridge (Spry), *sa* series, thru Ruthrauff & Ryan, N. Y.

Vick Chemical Co., New York (proprietary), 2 *sp* weekly, thru Morse International, N. Y.

Nehi Bottling Co., Columbus, Ga., *sa* series, thru BBDO, N. Y.

Oyster Shell Products Co., New Rochelle, N. Y., *sa* series, thru Cecil & Presbrey, N. Y.

Atlantic Refining Co., Phila., football series, thru N. W. Ayer & Son, Phila.

P. Lorillard Co., New York, 6 *sp* weekly, thru Lennen & Mitchell, N. Y.

Grove Labs., St. Louis (Bromo-Quinine), *ta*, *sa* series, thru J. Walter Thompson Co., N. Y.

American Molasses Co., New York, *sa* series, thru Chas. W. Hoyt Co., N. Y.

P. Duff & Son, Pittsburgh (pastry mix), *ta* series, thru W. Earl Bothwell Inc., Pittsburgh.

Beaumont Labs., St. Louis, *sa* series, thru H. W. Kastor & Sons, Chicago.

Chr. Hansen Labs., Little Falls, N. Y. (Junket), *sa* series, thru Mitchell-Faust Adv. Agency, Chicago.

Flex-O-Glass Mfg. Co., Chicago, 3 *ta* weekly, thru Presba, Fellers & Presba, Chicago.

Chatham Mfg. Co., New York (blankets), *sa* series, thru M. H. Hackett Inc., N. Y.

Potter Drug & Chemical Co., Malden, Mass. (Cuticura), *ta* series, thru Atherton & Currier, N. Y.

KMOX, St. Louis

Kroger Grocery & Baking Co., Cincinnati (coffee), 5 *t* weekly, thru Ralph H. Jones Co., Cincinnati.

Richmond Brothers, Cleveland (men's clothing), 5 *sp* weekly, thru McCann-Erickson, Cleveland .

Swift & Co., Chicago (Sunbrite), 6 *sp* weekly, through Stock-Goble Adv. Agency, Chicago.

Fitzpatrick Bros., Chicago (Kitchen Klenzer), 10 *sa* weekly, thru Arthur Meyerhoff & Co., Chicago.

Quaker State Oil Refining Co., Oil City, Pa., 3 *ta* weekly, through Kenyon & Eckhardt, N. Y.

General Motors, Detroit (Chevrolet), 13 *sa* weekly, thru Campbell-Ewald Co., Detroit.

Scott Paper Co., Chester, Pa. (Scott Towels), 6 *sp* weekly, thru J. Walter Thompson Co., N. Y.

Reid-Murdoch & Co., Chicago (Monarch Finer Foods), 18 *sa* weekly, thru Rogers & Smith, Chicago.

Bulova Watch Co., New York (Bulova Watches), 70 *sa* weekly, thru Biow Co., N. Y.

Vicks Chemical Co., New York (Vicks), 3 *t* weekly thru Marschalk & Pratt Co., N. Y.

Dodge Division Chrysler Motors, Detroit (Dodge Cars), 4 *sa* weekly, thru Ruthrauff & Ryan, Inc., N. Y.

Stephans Bros., Philadelphia (Marvels), 5 *sp* weekly, thru Aitkin Kynett Co., of Philadelphia.

Ne-Hi Corporation, Columbus, Ga., (Royal Crown), 4 *sa* weekly, thru Batton, Barton, Durstine & Osborn, Inc., N. Y.

Downtown Pontiac Co., St. Louis (Pontiac Motor Car), 1 *t* weekly, direct.

Columbia Brewing Co., St. Louis (Alpen Brau), 10 *sp* weekly, thru Olian Advertising Co., St. Louis.

CJRC, Winnipeg

National Drug & Chemical Co., of Canada, Montreal (gin pills), 5 *ta* weekly, thru A. McKim Ltd., Montreal.

Longines Wittnauer Watch Co., Montreal, *sp* weekly, thru Desbarats Adv. Agency Ltd., Montreal.

Bristol Myers Co. (Canada) Ltd., Toronto (Sal Hepatica), 3 *ta* weekly, thru Ronalds Adv. Agency Ltd., Montreal.

Canadian Chewing Gum Co. Ltd., Toronto (Chiclets, Dentyne), 6 *t* weekly, thru Baker Adv. Agency Ltd., Toronto.

Canadian Industries Ltd., Montreal (cellophane), *t* weekly, thru J. Walter Thompson Co., Ltd., Toronto.

WOWO-WGL, Fort Wayne

Quaker Oats Co., Chicago (concentrated soup), 117 *sa*, 39 *sp*, thru Campbell-Ewald Co., Chicago.

Sperry Candy, Milwaukee, 56 *sa*, thru Arthur Meyerhoff & Co., Chicago.

United China Co., Chicago, 5 *sa*, thru Presba, Fellers & Presba, Chicago.

Kroger Grocery & Baking Co., Cincinnati, 783 *t*, thru Ralph H. Jones Co., Cincinnati.

WHO, Des Moines

Pequot Mills, Salem, Mass. (sheets), 15 *sa*, thru J. D. Tarcher & Co., N. Y.

Peter Fox Brewing Co., Chicago, 18 *t*, thru Schwimmer & Scott, Chicago.

Bunte Bros., Chicago (candy), 130 *sp*, thru Presba, Fellers & Presba, Chicago.

WJSV, Washington

Owens-Illinois Glass Co., Toledo, 100 *sa*, thru D'Arcy Adv. Agency, St. Louis.

Seeck & Kade, New York (Pertussin), 5 *sp* weekly, thru Erwin, Wasey & Co., St. Louis.

Bristol-Myers Co., New York (Minit-Rub), 6 *sa* weekly, Young & Rubicam, N. Y.

Shell Oil Co., New York, 4 *sa* weekly, thru J. Walter Thompson Co., N. Y.

Doubleday, Doran & Co., New York (Triangle books), 3 *sa* weekly, thru Huber Hoge & Sons, N. Y.

Ludens Inc., Reading, Pa., 7 *sa* weekly, thru J. M. Mathes Inc., N. Y.

WOR, New York

Owens-Illinois Glass Co., Toledo (Duraglass), 100 *sa*, 10 weeks, thru D'Arcy Adv. Co., St. Louis.

Lehn & Fink Corp., New York (Hinds), weekly *sa*, thru Wm. Esty & Co., N. Y.

O'Cedar Corp., Chicago, 6 *sa* weekly, thru H. W. Kastor & Sons, N. Y.

Parker Pen Co., Chicago, weekly *sp*, thru Blackett-Sample-Hummert, Chicago.

Ward Baking Co., New Work (bread), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping Water, Neb (seed corn), 6 *sa* weekly, thru W. J. Newens Inc., Lincoln, Neb.

Manhattan Brewing Co., Chicago, 104 *sa*, thru Advance Adv., Chicago.

F. A. Stuart Co., Marshall, Mich. (proprietary), 6 *sa* weekly, thru Benson & Dall, Chicago.

J. A. Folger & Co., Kansas City, 5 *t* weekly, thru Lord & Thomas, Chicago.

Utilities Engineering Institute, 3 *sp* weekly, thru First United Broadcasters, Chicago.

KQW, San Jose, Cal.

Haldeman Julius Pub. Co., Girard, Kan. (family library), 5 *sp* weekly, thru Huber Hoge & Sons, N. Y.

Wm. Wrigley Jr. Co., Chicago (gum) weekly *t*, thru Arthur Meyerhoff & Co., Chicago.

Southern Pacific Co., San Francisco (rail transport), 5 *sa* weekly, thru Lord & Thomas, San Francisco.

Golden State Co., San Francisco (Golden V Vitamin milk), 10 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.

KSFO, San Francisco

California Grown Sugar Group, San Francisco (sugar), *sa* series, thru Botsford, Constantine & Gardner, San Francisco.

O'Sullivan Rubber Co., Winchester, Va. (Rubber heels), series of *ta*, thru Beirmingham, Castleman & Pierce, N. Y.

Lever Bros. Co., Cambridge, Mass. (Swan soap), 65 *ta*, thru Young & Rubicam, N. Y.

WHN, New York

Nedick's Stores, New York (restaurants), 12 *sp* weekly, 26 weeks, thru Weiss & Geller, N. Y.

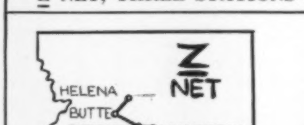
Beecham Pills, Bloomfield, N. J., daily *sa*, 13 weeks, thru Atherton & Currier, N. Y.

WKRC, Cincinnati

Gardner Nurseries, Osage, Ia., *sa* series, thru Northwest Radio Adv. Co., Seattle.

Consolidated Drug Trade Products, Chicago, *sp* series, thru Benson & Dall, Chicago.

Z NET, THREE STATIONS CONNECTED BY PERMANENT LINES



TAKE CARE, ONLY THE Z NET GIVES YOU COMPLETE MONTANA COVERAGE.

Complete coverage
with a single
contract

The Walker Company

WLW PARTICIPATES IN FOOD MEETINGS

WLW, Cincinnati, will participate in eight different gatherings of grocers and meat dealers to be held in Ohio, Kentucky and West Virginia during October, according to W. H. Oldham, director of grocers' relations for the station.

Miss Beulah Strawway, merchandise director of WLW, and Mr. Oldham, will speak during the 42nd annual convention of the Ohio Retail Grocers & Meat Dealers Assn., and talent from the WLW-WSAI staff will entertain.

The WLW Follies will be present on Oct. 17 at the Northern Kentucky Pure Food Show at Covington, Ky. Other WLW entertainers will attend the Canton wholesale grocers meeting Oct. 20 at Lima, O., the Hubbard Grocery Co. dealers meeting Oct. 21 at Charleston, W. Va., at the Hamilton, O., Retail Grocers Assn. annual banquet Oct. 23, Kanawha County Retail Grocers Assn. meeting Oct. 27 at Charleston, W. Va., and the meeting of the newly-formed Fayette County Retail Grocers on the 31st at Fayette, Ky.

Miss Strawway recently spoke at the convention of the West Virginia Assn. of Retail Grocers, Sept. 21-23 at Huntington, W. Va. Mr. Oldham also addressed the gathering explaining the WLW plan for Plus Food Sales. Peter Grant, station newscaster, originated broadcast of a regular news program from the exhibit hall Sept. 22, as well as two dummy broadcasts during the course of the evening.

Radio Groups Are Named In Direct Mail Awards

MBS and NBC, along with WOR, New York, and WIBW, Topeka, Kan., were included in a group of 50 award winners the 1941 Direct Mail Leaders, announced Oct. 9 at the annual banquet of the Direct Mail Advertising Assn. at Montreal. WOR also was the winner of one of 14 special awards announced at the convention, receiving the typography cup given by Frederick B. Heitkamp, American Type Founders Sales Corp. vice-president, for "the best example of modern typography in a direct mail campaign".

The 13th annual contest, sponsored by DMAA, was open to all users of direct mail advertising. Cited for the "leader" awards were Robert A. Schmid, director of advertising and promotion, for MBS; H. E. Bisson, promotion production manager, for NBC; Ben Ludy, general manager, for WIBW; Joseph Creamer, promotion and research director, for WOR. NBC, Washington, and John H. Dodge, sales manager of WRC-WMAL, also won honorable mention in the award list.

SIMON ACKERMAN Inc., New York (Clothier), recently signed a 25-week contract for daily chain-break announcements on WHN, New York. Company is also using two 15-minute musical programs a week on WMCA and WEVD, New York. A. B. Dandau Inc., New York, handles the account.

NATIONAL RADIO CHECKING SERVICE, St. Louis, has opened a New York office at 10 E. 43d Street with George I. Reid as eastern manager. Telephone is Murray Hill 2-3388.

Radio Advertisers

ART DRY CLEANING Co., Cincinnati, is sponsoring on WCKY, Cincinnati, six ten-minute newscasts weekly, featuring Rex Davis. Agency is Allen, Heaton & McDonald, Cincinnati. National Schools, Los Angeles (diesel training), through Huber & Hoge, New York, has contracted for sponsorship of daily 7-7:05 a.m. newscasts by Gordon Gray on WCKY.

P. LORILLARD Co., New York (Old Gold cigarettes, Friends smoking tobacco), on Oct. 13 starts half-hour participation on *An Hour With Elson & Anson*, new daily variety program on WGN, Chicago, featuring Sportscaster Bob Elson and Bill Anson, with Jess Kirkpatrick as m.c.-announcer. Agency is J. Walter Thompson Co., New York.

GROVE LABS., St. Louis (Bromo Quinine), on Oct. 7 starts *Todd Hunter & the News*, quarter-hour program, three times weekly for 22 weeks on WBBM, Chicago. Agency is J. Walter Thompson Co., N. Y.

LYON VAN & STORAGE Co., Los Angeles, is sponsoring weekly participation in a late evening newscast, *Knox Manning*, on KNX, Hollywood. Contract is for 52 weeks, having started in late September. Firm recently renewed for a similar period, participation in *Art Baker's Notebook* and *Mirandy's Garden Patch*, on KFI, Los Angeles. Radio schedule also includes six transcribed spot announcements per week on KIEV, Glendale; KDB, Santa Barbara; KGB, San Diego. Agency is BBDO, Hollywood.

PETER HAND BREWERY Co., Chicago (Meister Brau beer), has started quarter hour weekly transcribed dramatization of short stories from *Liberty* magazine on WGN, Chicago. Company is now sponsoring 2¾ evening hours a week on WGN. Agency is Mitchell-Faust Adv. Co., Chicago.

BOOK HOUSE FOR CHILDREN, Chicago (publishers), on Oct. 13 started participation thrice weekly for 28 weeks on the quarter-hour *Every Woman's World*, broadcast five days a week on WBBM, Chicago. Agency is Presba, Fellers & Presba, Chicago.

PLANTERS NUT AND CHOCOLATE Co., Wilkes-Barre (Planters salted peanuts), through Goodkind, Joice & Morgan, Chicago, affiliate of Raymond R. Morgan Co., Hollywood, started sponsorship of news programs five days a week on WHAM, Rochester, quarter-hour daily; WJR, Detroit, five minutes daily; WFAA, Dallas, five minutes daily.

ACME BREWING Co., San Francisco (beer and ale) recently substituted the transcribed *Barrel of Fun* program with Charlie Ruggles, on KPO, with four weekly five minute song programs by Monica, entitled: *They All Say Yes*, on KPO and KGO. Agency is Brisacher, Davis & Staff, San Francisco.

PACIFIC MOLASSES Co. Ltd., San Francisco (Hawaiian cane molasses for livestock and poultry) recently started three participations weekly on the *Farm Journal*, conducted by Austin Fenger on KSFO, San Francisco. Agency is Gerth-Knollin Adv., San Francisco.

BRITISH CERAMICS & CRYSTAL Ltd., Toronto (English china), has started Sunday evening *Melody Lane* and a twice-daily spot announcement campaign on CKOC, Hamilton, Ont. Account is placed by F. H. Hayhurst Co. Ltd., Toronto.

MAPLE LEAF MILLING Co. Ltd., Toronto (cereals, pastry flours), on Oct. 20 starts three-weekly 10-minute transcribed programs on a large number of Maritime and Western Canada stations. Account was placed by Cockfield Brown & Co., Ltd., Toronto.

WESTERN CANADA FLOUR MILLS Ltd., Toronto (Pioneer Feeds), has started a spot announcement campaign on a number of Ontario and Maritime stations. Account was placed by A. McKim Ltd., Toronto.

E. BROOX RANDALL & SONS, Hollywood (motor club), in a 13-week test campaign which started Oct. 14 is sponsoring a thrice-weekly quarter-hour newscast on KECA, Los Angeles. Agency is Lockwood-Shackelford Adv. Agency, that city.

RADIO, newspapers and magazines will be utilized by United Artists Studios in its $100,000 campaign to publicize the Walter Wanger Production's film, "Sundown," which goes into national release Oct. 31.

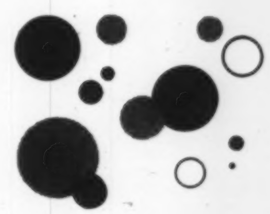
Concentration where it counts most

SHREVEPORT

concentrated coverage of an able-to-buy market

KTBS

1,000 WATTS NBC RED NETWORK
REPRESENTED BY THE BRANHAM CO.
SHREVEPORT, LOUISIANA


When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

As usual KTAR was there

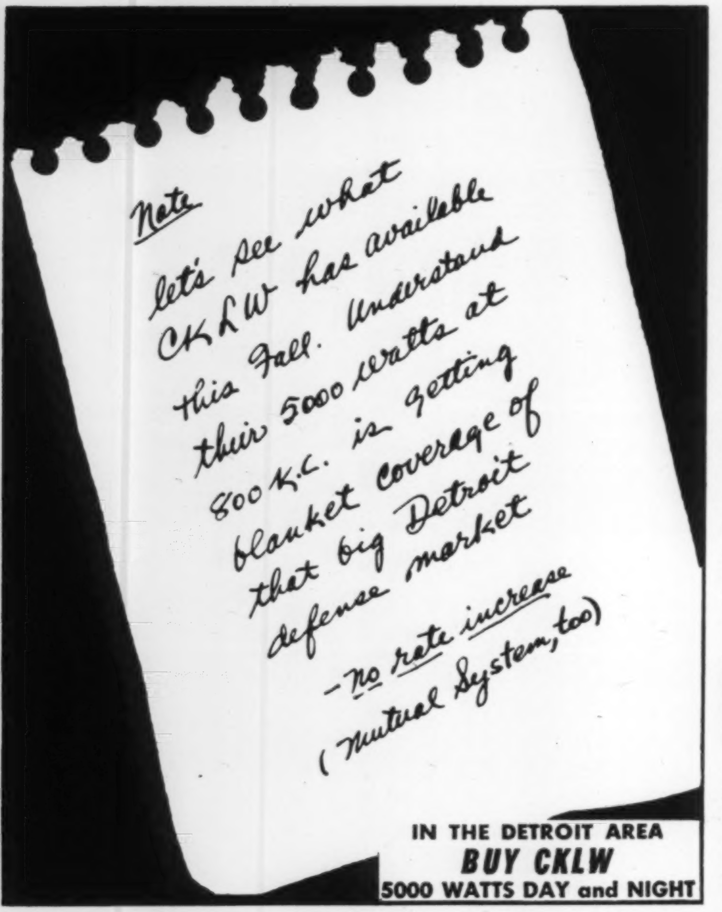
KTAR
KTAR
ABC-NBC
NETWORKS

IN fact, KTAR was invited to plan the entire ceremony officially dedicating Luke Field, new $4,500,000 Army Air Corps Advanced Training Base, near Phoenix. Cooperating fully Uncle Sam's Airmen joined in making it a sensational broadcast climaxed by the dedicatory reflections of Sidney P. Osborn, Governor of Arizona. It was KTAR's 37th Special Event for the National Broadcasting Company . . . another example of the type of leadership that makes KTAR the preference of listener and advertiser alike in the rich Arizona market.

KTAR
PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit
San Francisco Los Angeles

The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix 5000 W • 620 KC
★★KVOA-Tucson 1000 W • 1290 KC
★★KYUM - Yuma 250 W • 1240 KC
★★KGLU-Safford 250 W • 1450 KC
★KCRJ - Jerome 250 W • 1340 KC
★KWJB - Globe 250 W • 1240 KC
★KYCA-Prescott 250 W • 1490 KC
★★NBC RED and BLUE Network Stations
★Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE



IN THE DETROIT AREA
BUY CKLW
5000 WATTS DAY and NIGHT

AMERICA—THE GUIDING STAR

★

Americans have come from many lands that speak in many tongues.

The guiding compass has without deviation pointed toward this country as a haven of refuge from persecution and intolerance.

Thus true Americanism and all that it means in life, liberty and the pursuit of happiness has found full expression over this radio station in the mother tongue of eight different nationalities.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE
THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM
1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

FISHER FLOURING MILLS Co., Seattle, on Oct. 14 started for 26 weeks, a twice-weekly quarter-hour program *Family Doctor* on KECA, Los Angeles. Series features true-life stories and every-day philosophy as related by a well-known unnamed physician. Agency is Pacific National Adv. Co., Seattle.

HILLS BROS. COFFEE Inc., San Francisco (Red Can coffee), during October is conducting a series of announcements on three Cleveland stations, WTAM WGAR and WHK. Company has been conducting similar four-week campaigns in different markets in the past. Agency is N. W. Ayer & Son, New York.

WEST COAST SOAP Co., Oakland, through Brisacher, Davis & Staff, San Francisco, starting Oct. 20, has contracted for nine weeks participation in the six-weekly combined *Housewives Protective League* and *Sunrise Salute*, featuring Galen Drake, on KNX, Hollywood. Hecker Products Corp., New York (shoe polish), has started sponsoring thrice-weekly participation in *Sunrise Salute*, on a 26-week contract ending March 27, 1942. Agency is Maxon Inc., New York.

MILWAUKEE Stockyards has purchased noonday market reports on WTAQ, Green Bay, Wis., which are piped over 115 miles of line direct from Milwaukee daily.

LAUNDRY'S CUSTOMERS
Philadelphia Concern Finds Program Effective

A FIVE-MONTH campaign on WIP, Philadelphia, by Manchester Laundry, Philadelphia, started early in May, has increased the customer list of the concern by more than 1,500. Merely to advertise the name of "Manchester Laundry", with no direct attempt made to increase consumer sales, the sponsor presented three quarter-hour broadcasts each week at 12:45 p. m.

Sol Reivich, advertising manager of Manchester, decided upon using a musical quiz, awarding 10 sets of movie passes each broadcast for those guessing the correct titles of recordings played by Howard Jones, of the station staff. The program is called *Mystery Melodies* and tickets are delivered in person to the prize winners by one of the laundry's delivery men. Mr. Reivich gave strict orders to the delivery men that no business is to be solicited during that delivery.

Mail results, according to Mr. Reivich, for the five months of broadcasting, show a steady average of more than 1,000 letters a week. A [illegible] been received over the five months period, of which 1,500 found their way to the sponsor's customer list.

ARTHUR BERGH, composer and formerly head of Columbia Phonograph Co. recording activities, as well as radio director and orchestra conductor, has joined the MGM musical staff.

RED-LETTER DAY in the history of WBAL, Baltimore, is celebrated as the 50,000 watt outlet marks its switch from Blue to Red network of NBC with a luncheon of the Baltimore Advertising Club. Feature of the affair was a transatlantic conversation between NBC correspondents in foreign capitals. Manager Harold Burke here converses with Fred Bate in London. Behind Burke with earphones is A. A. Schehcter, NBC director of news and special events.

Death of Elder Thwaites Delays Debut of KFUN

THE death of Ernest Thwaites, president and controlling stockholder, and unfavorable weather conditions for adobe construction have held up the construction of the new KFUN, Las Vegas, N. M., according to E. N. Thwaites, his son, who is now president and general manager. The elder Thwaites, former New York Central Lines western executive who retired three years ago and resided in La Jolla, Cal., died three weeks after the construction permit for 250 watts on 1230 kc., was granted last July 16.

Young Thwaites reports that he hopes to have the station on the air by Nov. 15. He was formerly with KVSF, Santa Fe, N. M. Staff has not yet been selected. The station's studio and transmitter building will be of Southwest pueblo architecture.

Votes for True

HAROLD TRUE, news announcer of WXYZ, Detroit, was one of 1 men and three women nominated in the nonpartisan October primary to contest the nine places on the Detroit City Council. True placed 18th in the list, polling 14,495 votes. The election will be held in November. There was a possibility of a recount, however, inasmuch as the 19th ranking candidate, topping 104 eliminated hopefuls, had 14,491 votes on the first canvass.

330,570 RADIO HOMES
In Our Primary — (Certified Mail Count)
"The Listening Habit of Central New England"
750 Kc. **WHEB** 1000 Watts
PORTSMOUTH, N. H.

Text of FCC Supplemental Report on Chain Broadcasting . . .

FOLLOWING is the Text of the Supplemental Report on Chain Broadcasting issued Oct. 11 by the FCC (Chairman Fly, Commissioners Walker, Payne and Wakefield; Commissioners Case and Craven dissenting):

On May 2, 1941, the Commission promulgated its Report on Chain Broadcasting accompanied by eight regulations setting forth a statement of the policy to be followed by the Commission in licensing stations owned by or affiliated with network organizations. The concluding paragraph of the order promulgating the regulations dealt with their effective date, which, with respect to existing affiliation contracts and station licenses, was set at 90 days from the date of the order.[1] On June 13, 1941 the Commission amended the concluding paragraph of the order to clarify its intent that the 90-day deferment period mentioned in that paragraph should apply to the disposal of one NBC network as well as to the disposition of individual stations by networks, and further that the effective date of compliance in either case might be extended from time to time in order to permit the orderly disposition of properties.

Series of Conferences Held During Summer

Extensive hearings before the Senate Committee on Interstate Commerce were held during June, 1941 on the White Resolution[2] which called for a study of the Commission's Chain Broadcasting Regulations. During July and August, following these hearings, representatives of NBC, CBS and Mutual held a series of conferences with the chairman of the Commission, its General Counsel and members of his staff, and, in the later stages, with Commissioner Walker. Representatives of some of the regional networks and some of the affiliates also conferred with members of the Commission and its staff during this period.[3]

These conferences were devoted to a discussion of the Chain Broadcasting Regulations, with particular emphasis upon the provisions dealing with network option time. On July 22, 1941, during the course of these conferences, the Commission, on petition of NBC and CBS, postponed the effective date of its Order of May 2, 1941, as to existing affiliation contracts, network organization station licenses, or the maintenance of more than one network by a single network organization, from July 30 until Sept. 16, 1941.

At the termination of these conferences, MBS on Aug. 14, 1941, filed with the Commission a petition requesting it to amend its regulations dealing with network option time and the duration of affiliation contracts. The Mutual petition requested that the Commission permit affiliation contracts up to two years in duration and allow stations to option exclusively to one network the particular periods of time utilized by the network for network commercial programs during the preceding year and to option additional time to one or more networks on a non-exclusive basis; in either case the station to reserve several hours per day free from any network option. On Aug. 28, 1941, Mutual's petition was set for argument before the Commission *en banc* on Sept. 12, 1941 and the Commission announced that at that time it would also hear any other network organizations or licensees who desired to be heard with respect to the Chain Broadcasting Regulations as promulgated, the Mutual petition, or any other modification of any of the Chain Broadcasting Regulations which those appearing desired to propose.

Action Awaited on Mutual Petition

The Commission further announced that the Chain Broadcasting Regulations would not be placed in effect with respect to existing affiliation contracts, or network organization station licensees, or the maintenance of more than one network by a single network organization, until after the disposition of the Mutual petition and of any other which might be filed. Oral arguments on the Mutual petition were heard before the Commission *en banc* on Sept. 12, 1941. Oral arguments were presented on behalf of MBS, NBC, CBS and the Colonial and Yankee Networks, and briefs were filed on behalf of the three nationwide network organizations.

After a careful study of the testimony presented before the Senate Committee on Interstate Commerce, of the considerations presented at the conferences which followed the hearings, and of the oral arguments presented at the hearing on Mutual's petition and of the briefs filed at that time, and after a thorough reconsideration of the entire subject, the Commission has decided to amend three of the Chain Broadcasting Regulations to read as follows:

Regulation 3.102. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

Regulation 3.103. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 120 days prior to the commencement of such period.

Regulation 3.104. No license shall be granted to a standard broadcast station which options[1] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[2] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m.[3] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

Provision Covering Territorial Exclusivity

At the hearings on the White Resolution it was argued on behalf of NBC and Columbia that Regulation 3.102 would permit the largest and most powerful stations in each city to take most of the desirable network business away

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[1] *Report on Chain Broadcasting*, Commission Order No. 37, Docket No. 5060, May, 1941.

[2] Senate Resolution No. 113, 77th Congress, 1st Session. The Resolution introduced by Senator White, provided for an investigation of the probable effects of the regulations upon the broadcasting industry and of the authority of the Commission to promulgate and enforce them, and also requested the Commission to postpone the regulations until 60 days after the Senate Interstate Commerce Committee reported to the Senate. The hearings before the Committee were adjourned on June 20, 1941, subject to the call of the Chairman.

[3] *Cf.* Report of the Committee on Administrative Procedure, Sen. Doc. No. 8, 77th Cong. 1st Sess., (1941) pp. 35-42.

[1] As used in this regulation, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[2] All time options permitted under this regulation must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified option hours correspondingly as agreed by the station and network organization.

[3] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

TEXT OF CHAIN MONOPOLY ORDER

AT A MEETING of the FCC held at its offices in Washington, D. C., on the 11th day of October, 1941.

The Commission having under consideration the petition of the Mutual Broadcasting System, filed August 14, 1941, requesting that the Commission amend its order entered in Docket No. 5060 promulgating regulations applicable to radio stations engaged in chain broadcasting by modifying the regulations dealing with option time and the duration of affiliation contracts, having heard oral argument on said petition and having reconsidered its report and order in Docket No. 5060,

IT IS ORDERED, That the Commission's order of May 2, 1941, entered in Docket No. 5060, BE AND THE SAME IS HEREBY, AMENDED in the following particulars:

Sections 3.102, 3.103, and 3.104 of the Regulations set forth in said order are hereby amended to read as follows:

Section 3.102. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

Section 3.103. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 120 days prior to the commencement of such period.

Section 3.104. No license shall be granted to a standard broadcast station which options[1] for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours[2] within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m.[3] Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

The last paragraph of said order is hereby amended to read as follows:

"IT IS FURTHER ORDERED, That these regulations shall become effective immediately: *Provided*, That, with respect to existing contracts, arrangements or understandings, or network organization station licenses, the effective date shall be deferred until November 15, 1941; *Provided further*, That the effective date of Regulation 3.106 with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and *Provided further*, That the effective date of Regulation 3.107 shall be suspended indefinitely and any further order of the Commission placing said Regulation 3.107 in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties."

T. J. SLOWIE, Secretary.

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[1] As used in this section, an option is any contract, agreement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

[2] All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

[3] These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

from the smaller and less powerful stations, and that the elimination of territorial exclusivity would prevent a regular affiliation between a network organization and a station.

In order to clarify the meaning of Regulation 3.102 the Commission has determined to add the following sentence to that regulation:

> This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

This sentence does not change the meaning[1] of Regulation 3.102 but is intended to eliminate confusion with respect to its interpretation. Regulation 3.102 is not intended to and does not prohibit a regular affiliation contract whereby a network agrees to make a first offer of all its programs to one particular station in a given community. The Commission believes, however, that in the case of non-commercial public service programs of outstanding national or international significance, such first offer should not constitute an exclusive offer and that the network should be left free to furnish such programs to other stations in the same area.

Duration of Exclusivity Contracts

Under present rules the license of a standard broadcast station is limited to one year. The broadcast industry has reached a point of maturity where it appears advisable to increase the license period of standard broadcast stations to two years. The Commission believes that this action will bring an increased measure of stability to the broadcast industry without any detrimental results. By separate action taken this day we are amending Sections 3.34 and 4.3 of our rules to accomplish this result.

In connection with the extension of the license period for all standard broadcast stations from one year to two years, the Commission has determined to license stations which have entered into affiliation contracts whose term is not longer than two years. In its report, the Commission found that the five-year affiliation contracts entered into by NBC and CBS were intended to prevent any real competition in the network-station market, and that such long term contracts were a substantial factor in suppressing such competition.

The Commission found that as a result the public lost the benefits of competition between stations for affiliation with the existing networks, and was also deprived of the advantages that might flow from the establishment and development of new networks. In its report of May 2, 1941, the Commission found that no business need was shown for an affiliation contract longer than one year. The Commission also found that competition would be fostered if opportunity were provided for annual readjustments on the basis of comparative showings of networks and stations.

After a consideration of the arguments presented on Mutual's petition and a reconsideration of the entire subject of the duration of affiliation contracts, the Commission concludes that a two-year affiliation contract will permit a reasonable measure of stability in network-station relationships without at the same time seriously interfering with competition in the network-station market.

Of course, what precise limit on the duration of affiliation contracts is most desirable is a matter of judgment. A two-year affiliation contract represents a substantial diminution from the five-year term currently being utilized by NBC and CBS, and may be expected to remove that restraint upon competition and give freer play to competitive factors by making possible readjustments between stations and networks on a biennial basis.

Optioning of Time Held Not Indispensable

The option-time regulation promulgated by the Commission on May 2, 1941 (Regulation 3.104), prohibited all optioning of time by stations for network programs. That regulation was based upon the finding of the Commission that the optioning of time by licensee stations restricted their freedom, interfered with their ability to serve local program needs, hampered their efforts to broadcast local programs, national spot, and other non-network programs, and restricted competition in network programs.

Notwithstanding these serious restraints imposed upon station licensees by network options, NBC and CBS utilize only a fraction of the valuable broadcast hours which they place under option. The NBC option for most of its affiliates covers 8 or 8½ specified hours per day, while the CBS option covers the entire broadcast day. Upon 28 days' notice, NBC and CBS may call upon their outlets to carry network commercial programs during the optioned time and to move whatever other programs they may have scheduled during those periods.

In 1938 NBC used for network commercial programs only 58.1% of the optioned time of stations on the basic Red network and only 19.4% on the basic Blue network and CBS used only 39 per cent of the optioned time of its basic stations. The Commission found that this great disparity between option and use was an abuse which seriously interfered with the non-network program service of station licensees and restricted the broadcasting of programs of other networks.

The Commission is not convinced by the contention of NBC and CBS that the optioning of time by networks is indispensable to network operations, particularly since the chain broadcasting regulations, neither in their original form nor as herein amended, place any restrictions on the bona fide purchase

Dissenting Opinion of Commissioners Case, Craven . . .

WE DISAGREE with the supplemental report of the Commission on Chain Broadcasting, in Docket 5060, for the same basic reasons previously outlined in our dissenting opinion, filed with the Commission's original report on this matter, dated May, 1941. We remain convinced that the majority of the Commission exceeds the power delegated to the Commission in the Communications Act of 1934.

We also are convinced that the aggregate effect of the proposed rules will not result in a broadcasting system more in the public interest than that of today. We fear that the nation's radio service may be seriously impaired at a time when efficient service is most needed. Furthermore, we believe that the effect of the rules is certain to result in deterioration of the present excellent public service programs now rendered to the nation by the radio industry.

The effect of the regulations will be to change radically the business structure of the broadcast industry. The present is no time to force revolutionary reforms upon an industry which has served the public interest of the nation, particularly when such reforms bear no relation whatsoever to the national defense effort. The radio industry has cooperated wholeheartedly with the Government in this national emergency in spite of the fundamental and imminent changes in the national economic structure.

Cumulative Effect of Economic Readjustments

These economic changes may cause vast readjustments in all industry as well as by the entire public. The cumulative effect of these basic national economic readjustments upon the radio industry cannot be determined with accuracy at this time. Therefore, it appears to us that to add to the instability of the radio industry by enforcing new Government regulations, which in themselves superimpose fundamental economic readjustments, is unwise.

There is no evidence in this record which justifies such a sweeping change as is compelled by these new rules promulgated by the majority of this Commission. Any improvements which may seem desirable in the operation of the existing broadcast structure can be obtained in an evolutionary manner by far less harsh measures than those proposed by the majority in the instant case.

Practical Business Aspects Are Important

We do not condone unreasonable restraints upon competition within the broadcasting industry of this country and, therefore, advocate that if any abuses of this nature exist they should be corrected forthwith either by voluntary action within the industry or else by procedures undertaken by agencies of the Government having legal jurisdiction in the premises.

Likewise, we subscribe to the doctrine of reasonable diversification in the control of the radio broadcasting channels. It is for this latter reason that we believe the ultimate separation of one of the two networks now operated by NBC will be an improvement of benefit to the public.

In this respect, however, we believe that the Government should not force private enterprise to dispose of its property on an unsound business basis when such enterprise has rendered good service to the public and particularly when, as in this case, the Government itself has previously given its tacit approval and encouragement to the enterprise. Consequently, we welcome the fact that the majority has suspended the effective date of its original regulation (Sec. 3.107) to force the sale of one of the networks now operated by NBC.

Our present objection is centered on the modified regulation, 3.104. Ostensibly this regulation permits options to be taken by a network on an affiliated station's time. In reality, however, an affiliate must be free to option identical time to all networks regardless of affiliation.

Under such conditions it should be obvious that absurd complexities may easily arise in the ordinary conduct of business. It is true that another regulation permits a station to contract with a network for first call on a network's program offerings. If it be reasonable for an affiliate to contract for first call on a network's programs, it is obviously reasonable for the network to obtain first call on the affiliate station's time. However, the latter is specifically prohibited by the regulation.

Apparently by changing the regulation originally promulgated, the majority intended to recognize the practical business situation in broadcasting. It is our opinion that the new regulation does not accomplish this purpose and that networks in reality secure no substantial option privileges under this regulation. We believe that stations should be permitted to utilize the same option principles as is done in ordinary business.

The time has come to create stability in the radio industry rather than instability. We believe that service to the public would be enhanced by extending the broadcast station license period to the legal limit of three years. Network companies should be permitted to contract for regular affiliates with which they can engage in business in accord with sound business principles. In this connection we believe that an improvement in the existing situation can be obtained if network affiliates are free at all times to exercise final judgment as to whether or not any program offered to them by the network will serve public interest in the community served by the station. We also believe that the affiliates should have equal power with the networks to terminate the affiliates' contract on due notice.

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[1] In its public notice No. 51314 dated June 19, 1941, the Commission informally approved the new Mutual network form of contract which contained a provision giving the station the first call on Mutual network commercial and sustaining programs in the city which the station is located.

of station time by networks. Networks have heretofore successfully operated without option time. However, it is clear that some optioning of time by networks in order to clear the same period of time over a number of stations for network programs will operate as a business convenience.

Within certain limits, it should be possible for stations to option time for network programs without interfering too seriously with their local program requirements, with their local and national spot business, and without restricting the access of competing networks to those stations. The Commission believes that the option-time regulation as herein amended accomplishes that result.

Day Is Divided Into Four Segments

Under the amended regulation the broadcast day is divided into four segments: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; and 11 p.m. to 8 a.m. A station is permitted to option up to three hours during each segment to one or more network organizations on a non-exclusive basis.

The regulation provides that the hours covered by option must be specified hours; for, if a roving option were permitted, the station would be effectively prevented from scheduling any non-network programs during any of the hours on which such roving option might conceivably settle. Stations are prevented by the regulation from optioning any time to networks subject to call on less than 56 days' notice.

The call period currently being utilized is 28 days. This lengthening of the call period will give stations greater freedom in scheduling local and non-network national programs during the hours of the broadcast day which are subject to network option; for such programs, even though subject to be moved, may be assured of at least eight weeks of continuous broadcasting. Nor does it seem that the increase in the call period will seriously affect national network business; for the national networks have pointed out that theirs is a long-range business and that large-scale national advertising network programs are usually planned and arranged for many months and even a year or two ahead of the actual commencement of the broadcasts. Under such circumstances, it does not appear that a 56-day call period will impose any serious hardship upon national network operations.

One of the results of the amended option-time regulation will be that during at least two specified hours within each of the important three segments of the broadcast day—morning, afternoon, and evening, a station may not option time for network programs, so that non-network programs may be scheduled during these hours without fear of removal as a result of network options. During the night segment, from 11 p.m. to 8 a.m., a station may option up to three hours for network programs. For the most part, programs broadcast within those hours have been local programs; but some networks, Colonial, for example, have originated programs during the early morning or late evening hours which have been broadcast by their outlets with apparent wide listener acceptance.

GRAPES MEAN DOLLARS to California's wine industry and so a bumper crop is news to KROW, San Francisco. The station carried three broadcasts from the annual Lodi Grape Festival held 100 miles from San Francisco, all sponsored by the Shewan & Jones Winery. Aiding in the broadcasts were (l to r), Frank Watson Jr., vice-president of the festival; George M. Steele, mayor of Lodi; John K. Chapel, KROW news editor; James Crescenzi, president of the Lodi Chamber of Commerce; Leon E. Munier, of California Wine Institute.

Maximum Amount Of Option Time

The amended option-time regulation does not require any station to option any time to any network; it simply sets the maximum amount of time which a station may place under option for network programs. Stations and networks are free to negotiate which specific hours are to be placed under option and how many hours, within the limits specified in the regulation, are to be placed under option. A network, by virtue of whatever option it is successful in negotiating, to that extent secures the right-of-way over local and national non-network programs during the time under option.

But during at least two specified hours within each of the three more important segments of the broadcast day and during at least six hours of the night segment a station may not option time for network programs. Local and non-network national programs being broadcast within such periods may not be subjected to be moved as a matter of contract in order to accommodate network programs, and the networks may utilize such hours only by the outright purchase of time.

It has been the consistent intention of the Commission to assure that an adequate amount of time during the good listening hours shall be made available to meet the needs of the community in terms of public expression and of local interest. If these regulations do not accomplish this objective, the subject will be given further consideration.

By providing that the options for network programs must be on a non-exclusive basis, the amended option-time regulation prevents the option-time device from being utilized to restrain competition offered by other networks. While a station is not compelled to option the same hours to more than one network, it may not enter into any arrangement with one network organization which prevents it from optioning or selling the same or other time to other network organizations.

This is an all-important consideration in the many cities which contain only three full-time stations to which all four national networks seek access. Where a station options the same period of time to several networks, the mere existence of the option will not preclude network competition; for that period of time will be available for sale by all the networks holding the option. The first network which is successful in selling any particular period under option will, of course, reap the benefit of the option as long as the time remains sold.

Although they have used only a fraction of the optioned time of their outlets, CBS and NBC have been able to prevent a competing network from using the unused time of their affiliates simply because those periods are under option to them. Under the amended option-time regulation, NBC and CBS will be able to exclude other networks only in the event and to the extent that they actually utilize the time under option.

Sees More Competition Among Networks

The non-exclusive option should be instrumental in fostering competition between networks and at the same time should make it possible for a network organization to clear time over a number of stations for a network program. Without any optioning of time, the greatest obstacle in the way of clearing the same period of time over a number of stations for a network program would be the fact that many of the stations might have scheduled local and non-network national programs during various periods of the broadcast day.

During whatever period of time is included within the non-exclusive option, local and non-network national programs will be subject to be moved on 56 days' notice. A station must remain free, however, to sell or option time, included within the non-exclusive option period but not actually being utilized for a network commercial program, to one or more other network organizations.

After weighing the considerations in support of the non-exclusive option against those advanced in opposition, the Commission has come to the conclusion that the non-exclusive option appears to be a particularly appropriate solution of the problem of clearing time for network programs and at the same time of fostering competition in the network-station market.

The Commission has rejected the proposal, suggested but not unqualifiedly recommended in the Mutual petition, to permit a station to option exclusively to one network the particular periods of time utilized by that network for network commercial programs over the station during the preceding year. An exclusive option effectively removes a station from the station-network market with respect to all the time it covers.

The Commission believes that such a serious restraint upon competition is inconsistent with the freely competitive system contemplated by Congress in the Communications Act of 1934. An exclusive option, to the extent that it encompasses the most valuable broadcast hours, approaches the effectiveness of the exclusivity clauses in affiliation contracts in denying other networks access to a station, and is therefore objectionable for many of the reasons given in the Report for the elimination of exclusive affiliation.

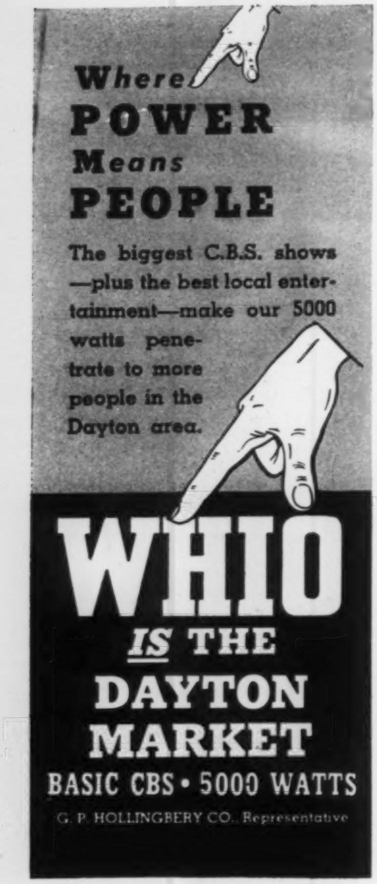
Nor is the fact that a given network has utilized a particular period of time over a station any real justification for placing that time under exclusive option. The network which has a contract for a commercial program with a sponsor and which has been sending that program to a number of its affiliated stations throughout a season already has an almost insuperable advantage in selling that program for another year; for commercial program series are frequently renewed year after year.

To permit such a network to have an exclusive option over its affiliated stations on the periods used for commercial network programs would effectively destroy the possibility of competition for those periods.

Multiple Network Operation by NBC

The Commission has determined to suspend indefinitely Regulation 3.107, which provides that no license shall be granted to a standard broadcast station affiliated with a network organization which maintains more than one network. Separate ownership of what are now the Red and Blue networks of NBC is so generally recognized to be desirable that we believe a separation will soon occur without the spur of a legal mandate. Any policy requiring the sale of substantial properties should be applied with due regard for the preservation of fair values, and the Commission wishes to avoid the semblance of pressure on NBC to effect a forced sale.

In addition to suspending this regulation, the Commission has provided that any subsequent order placing the regulation in effect shall provide for a period of at least six months between the announcement and the effective date, and for further extension of the effective date from time to time if necessary to prevent a forced sale. As amended, the paragraph setting forth the effective date of the


Where POWER Means PEOPLE

The biggest C.B.S. shows—plus the best local entertainment—make our 5000 watts penetrate to more people in the Dayton area.

WHIO IS THE DAYTON MARKET

BASIC CBS • 5000 WATTS

G. P. HOLLINGBERY CO., Representative

Chain Broadcasting regulations reads as follows:

IT IS FURTHER ORDERED, That these regulations shall become effective immediately: *Provided*, That, with respect to existing contracts, arrangements or understandings, or network organization station licenses, the effective date shall be deferred until November 15, 1941; *Provided further*, That the effective date of Regulation 3.106 with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and *Provided further*, That the effective date of Regulation 3.107 shall be suspended indefinitely, and any further order of the Commission placing said Regulation 3.107 in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.

Conclusion Reached By FCC Majority

Other considerations have motivated the Commission in this decision. The Commission is desirous of seeing that the network which is disposed of by NBC is transferred to a responsible new owner as a going organization with its personnel, talent, programs and stations intact as far as possible. NBC's existing affiliation contracts and those that it may negotiate in the future will be an important factor in the continued profitable and efficient operation of its networks. Therefore, pending the development of plans for the disposition of one of the NBC networks as a unit, the Commission has deemed it wise to suspend this regulation.

The Commission adheres to the views expressed in its report on Chain Broadcasting. It is of the opinion that the chain broadcasting regulations will tend to decentralize the tremendous power over what the public may hear which is now lodged in the major network organizations, and will remove existing restraints upon competition without interfering unduly with the operations of the network organizations.

The Commission has further concluded, however, that the regulations may be amended as set out above without sacrifice of these objectives, and that the amendments will additionally insure that no aspect of the network broadcasting structure will be unnecessarily or unduly disturbed.

For the reasons stated at pages 77 to 79 of its Report, the Commission has determined that its chain broadcasting regulations should be applicable to regional as well as national networks. Special circumstances and considerations may be applicable in the case of regional networks, and the Commission will examine any further representations on their behalf with especial care.

The Commission stands ready at all times to amend and modify its regulations upon the petition of any network, national or regional, or any station or group of stations if it can be shown that those regulations prevent profitable network operations, or unduly disturb any aspect of broadcasting, or that because of special or changed circumstances the chain broadcasting regulations should not be applicable to any particular situation.

Tubes X-Rayed

INSTEAD of waiting until a tube gives trouble, engineers of KSTP, St. Paul, are applying the physicians' technique of diagnosing the ill before the "disease" outwardly manifests itself. A specially desgined X-Ray machine has been set up at the 50,000-watt transmitter. The machine is equipped for both fluroscope and photographic operation. Principal defect unearthed by X-Ray examination is filaments which have become unhooked from their fastenings. Heat warped grids also have been discovered before the tube revealed any outward sign of trouble.

Miller Condemns FCC's Net Rules

Claims They Merely Are the Former Ones in New Dress

TEXT of statement Oct. 12 by Neville Miller, president of the NAB, in commenting on the FCC's new network rules follows:

For all practical purposes, the so-called "modified" rules now issued by the Commission are just as dangerous to broadcasting as the original regulations promulgated in May of this year. As the Commission minority says, these rules if enforced "will be certain to result in deterioration of the present excellent public service programs now rendered to the nation by the radio industry."

Legal Authority

The Commission has announced that it will not at this time require NBC to dispose of one of its two networks and that NBC will be given six months' notice if the Commission changes its mind. Did the Commission ever have the right to compel any broadcaster to dispose of his property? The law says that it has not.

The Commission announces that in the future it will grant broadcasting licenses for two years instead of for one year as in the past. The law says that licenses may be granted for three years and, as the minority members of the Commission point out, this is just the time to enhance radio's service to the public by extending the license period to the legal limit of three years.

In a New Dress

The Commission is apparently attempting to create the impression that it wants to aid the broadcasting industry and that it has substantially modified its original drastic rulings in response to widespread public demand. The fact is that these new rules are merely the same old regulations in new dress. They threaten the future continuance of orderly broadcasting service just as seriously as did the original regulations. And they threaten that service at a time when radio is playing a vitally important role in our program of national defense.

Apart from the manifest danger to broadcasting service in the United States, the Commission's latest action raises a serious pub-

HEADROOM 10 FT.
OVING

In radio, too, it's Better to be Lower

A *low* frequency station has a *longer* wave-length. A *longer* wave-length means a *stronger* signal. WMCA at 570 kc. has the *lowest* frequency of any station in New York. Aided by its preferred dial spot WMCA with 5000 watts is able to reach over 12,500,000 people with a signal strong enough to sell them.

WMCA

FIRST ON NEW YORK'S DIAL

ANNOUNCEMENT!

We take pleasure in cooperating with the American Association of Advertising Agencies by reinstating our 2% cash discount, effective immediately.

We appreciate the business given us in the past, and hope this step further warrants your support.

1230 KC WJBC Full Time

BLOOMINGTON—NORMAL

The Voice of Central Illinois

Represented by International Radio Sales

COMMENDATION for public service was bestowed on George Lasker (left), general manager of WORL, Boston, during a recent *Millions for Defense* broadcast, New England's own official program now in its fourth month on WORL. Furnishing the verbal laurels is Boston's mayor, Maurice J. Tobin (right), as Gordon Wayne, m. c. of the show, interestedly looks on.

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the question with respect to the powers and duties of Congress and its responsibility to the people. There is before Congress right at this moment proposed legislation dealing with the future conduct of radio broadcasting in this country and particularly network broadcasting.

Under a bill now before the House Interest & Foreign Commerce Committee, the FCC is directed to report to Congress upon some of the very matters with respect to which the Commission itself is now attempting to legislate. There is no doubt that the radio law should be substantially amended. It is hopelessly antiquated. But that is a function of the Congress. Radio belongs to the people. It is they, and they alone, who should decide its future course. They can make that decision through their elected representative in Congress.

The question is this: Is radio to be strengthened rather than handicapped at a time when it is performing so essential a part of national defense? In view of the pending radio legislation now before the Congress, the answer to that question, it seems to me, is squarely up to Congress.

"He enlisted after hearing a recruiting spot on WFDF Flint Michigan. Quick, I'll shake you for him!"

War of Statements and Replies Waged By Fly and Paley Over Network Rules

A BATTLE of statements between FCC Chairman James Lawrence Fly and CBS President William S. Paley developed Saturday and Sunday (Oct. 11 and 12) following release of the FCC's chain-monopoly regulations.

Chairman Fly first issued a statement, released by the FCC press room, commenting on the regulations and asserting that the Commission "stands ready to meet with the parties in interest and to make such further modifications as will accomplish the basic purposes".

When Mr. Paley later announced that CBS regarded the regulations as a direct threat to freedom of the air and announced that CBS promptly would appeal, Chairman Fly released a second brief statement alleging that CBS had refused to submit to any form of regulation.

Paley Describes 'Tempting' Offers

Mr. Paley countered with a "reply to the reply" and referred to "demagogic charges" that CBS defied lawful and proper regulation. He repeated his previous statement that the modifications made were not substantial and that "far more tempting ones were offered to the major networks by Chairman Fly, provided we would surrender our rights to contest the legality of the new regulations".

The statements of Chairman Fly and Mr. Paley, in the sequence in which they were issued, follow in full text:

James Lawrence Fly, chairman of the FCC, today (Oct. 11) "stated that the controlling objective in the amendments to the chain broadcasting regulations has been to achieve a greater measure of stability throughout the broadcasting industry. The Chairman expressed the thought that the extension of the period of all broadcasting station licenses from one to two years would tend to produce more stable conditions generally and to lessen the procedural difficulties involved in more frequent renewals. The same consideration led to a like modification of the rule limiting the duration of network affiliation contracts, extending that period from one to two years.

In regard to the suspension of the earlier rule requiring NBC to dispose of one of its two networks, Mr. Fly said: "I believe there has been general acceptance of the principle here involved. In the light of existing conditions, however, the Commission has felt that every opportunity should be extended the company to arrange its affairs and to negotiate the disposition of one of its networks without there being any form of legal compulsion. It is important that at this juncture nothing be done which will materially affect the values of properties or render unstable current operations of any network."

Provision Governing Option Time

The chairman further stated that similar considerations have led to a modification of other of the rules pertaining to the relations of the individual stations to the networks. A period of three out of the five hours of each segment of the broadcast day may be committed to network operation by placing those hours under option to one or more networks on a non-exclusive basis. While additional time may be purchased by the networks or committed outright to them, it is hoped that sufficient time will remain

560 KC
5000 WATTS DAY
CP 5000 WATTS NIGHT
The Carolina's BEST Frequency!
WIS
NBC Red
COLUMBIA, S.C.
FREE & PETERS Inc. National Representatives

WHEELING
A Fort Industry Market

Mail Up 73%

The ever-increasing listener popularity of WWVA is unquestionably established in the sensational increase in program (mostly commercial) mail of 73 percent for June, July, August and September 1941, over the same period of 1940.

Let your sales campaign march forward with WWVA in the thriving Steel and Coal Belt of the Nation—Eastern Ohio, Western Pennsylvania and Northern West Virginia.

50,000 WATTS SOON!

NBC BASIC BLUE
BLAIR *Represents Us*

A FORT INDUSTRY STATION

5,000 WATTS

WWVA

WHEELING, W. VA.

"We rely on KRNT to keep our order desks busy"

—John D. Shuler,
Pres.
Shuler Coal Co.,
Des Moines

When his company began selling coal at retail in Des Moines, John Shuler decided to concentrate consumer-advertising on Station KRNT.

From the very beginning, response was so satisfactory that no other form of advertising has been necessary. This fall, Shuler is using KRNT for the sixth season.

Over and over again, KSO and KRNT have proved they can "carry the ball" for advertisers using radio adequately. Except for network affiliation, KSO and KRNT are near-twins. Both have 5000 watts. Both have strong trade-recognition. Both have fine records of sales accomplishment.

With Iowa farm-income at a new high . . . with defense activity increasing Des Moines payrolls 20% or more . . . it's well to have KSO and/or KRNT on the job to increase your sales to more than a million people in Iowa's No. 1 market—Des Moines and its extensive trading area.

KSO NBC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in
DES MOINES

Represented by The Katz Agency

available within the two-hour period to meet the needs for local public expression and other local interest.

Chairman Fly further stated: "The Commission has engaged in long study of these matters and in extensive discussion with the heads of the networks. It will carefully observe the operations from month to month in the future and will always stand ready upon any appropriate showing to review the rules in light of actual operations. It is our intention to foster wholesome competition and to provide the diversity in the control of the channels of information which is so essential to our democracy.

"At the same time, we recognize that there must be a continuance and indeed an extension of network operations and that those operations must be upon an efficient and profitable basis. Whenever it may be shown that in the course of actual operation these regulations fall short of any one of these basic objectives, the Commission stands ready to meet with the parties in interest and to make such further modifications as will accomplish the basic purposes."

Called Threat to Freedom of the Air

Following is the CBS statement with regard to the FCC regulations issued Oct. 11:

CBS will appeal promptly to the Federal courts to stay the usurpation of power by the FCC which Columbia regards as a direct threat to freedom of the air and therefore as dangerous to the public.

Columbia will ask the court to enjoin the Commission from enforcing a set of disruptive regulations originally announced on May 2, and now ordered to be effective Nov. 15. Changes announced by the Commission today fail to avert the evils inherent in its original action. The Commission, in announcing the modifications today, talks of stability when in reality it is creating instability and only creates confusion when it talks of promoting competition whereas it is merely forcing chaos. These regulations forbid arrangements between networks and stations which are necessary to the orderly and successful conduct of network broadcasting in this country.

William S. Paley, president of Columbia, said:

"From the moment these regulations were issued, Columbia has contended that the American people are greatly satisfied with the present machinery of broadcasting and do not want it wrecked. Columbia has further contended that the present radio law does not give the Commision the power to institute the drastic, revolutionary changes in radio it now seeks to make. Without the justification of any public outcry against the present system, the Commission has chosen a time when the utmost energies of the broadcasters should be bent toward discharging their important part in the national emergency to weaken and undermine our whole structure.

Refers to Offer of Greater Concessions

"Chairman Fly was willing to make greater concessions than those insubstantial ones announced today provided the major networks would agree not to contest in the courts the jurisdiction of the Commission. Columbia, however, believed it owed a duty to itself and to the public to have its day in court, since it is sincerely convinced that if the Commission can exercise the powers it now seeks to exert, its grip on broadcasting will be so throttling that freedom of the air will be a thing of the past, just at a time when the minds and hearts of most Americans are so set on preserving essential liberties at home as well as abroad.

"I want to bring home to the public that the Commission is stretching its loosely defined authority far beyond any area of regulation it has ever attempted to invade before. Never in all the 14 years the present law, in substance, has been on the statute books has the Commission claimed to have, or sought to exercise this drastic power. Thus it is 'moving in' to render broadcasters more and more subservient to it. Soon the broadcasters will not be able to call their souls their own. Imagine a free press surviving under similar encroachment on newspapers and magazines, and you will have some idea of what is happening to radio under the cloak of an unjustified cry of monopoly.

"Columbia believes, and in the past has sought to show, that these

FROM THIS THREE-STORY building WAVE, Louisville, began operations, leaving the Brown Hotel studios it had used since the first broadcast Dec. 30, 1933. WAVE occupies 15,000 square feet in this Radio Center, as modern as any in the nation. The studio auditorium is called the largest in the South. A new 5 kw. transmitter was put into service last November.

Quarters are entirely air-conditioned. Equipment is all of advanced design. Some delays have been encountered because of the defense program, but the studios will soon be opened to the public. Work was under Wilbur Hudson, chief engineer, and C. C. Leonard, secretary-treasurer.

BUILDING FOR... THE "TEXAS" NAVY
It was inevitable that Texas with one of the highest volunteer records in the nation, would one day build ships for those boys of hers—MORE AND MORE NAVY VESSELS ARE BEING BUILT IN TEXAS' GULF COAST INDUSTRIAL AREA.

FULL TIME
560KC
1000 WATTS

KFDM
NBC BLUE
BEAUMONT

Represented by
HOWARD H. WILSON COMPANY

ILLINOIS?

250 W. 1340. Full time.
Sears & Ayer, Reps.
How can we help you?

Sales management gives Decatur 132 rating for November prospects. 2nd highest in State. WSOY covers Decatur and a big chunk of Illinois—

WSOY

WSOY - DECATUR

new regulations were unnecessary, unlawful, and definitely destructive of freedom of the air. Further, it has been shown that the high standards which the major networks have been able to maintain solely because they were able to build on a stable basis and to profit by the public goodwill they could create, are seriously threatened.

"There is only one possible solution for the present unfortunate situation—a staying of the new regulations and the enactment of a new radio law which will definitely delimit the powers and duties of the FCC and which will embody such changes as the Congress may want to make in the light of modern developments in the art of broadcasting. Columbia is dedicated to doing its utmost to bring about this solution."

Fly's Reply to Paley Statement

Responding to the statement of William S. Paley, Chairman Fly stated:

"It is hardly appropriate for me to engage in a contest in exaggerations of advocacy. The new rules contain generous modifications not even discussed with Mr. Paley. The public ought to know, moreover, that CBS has always refused and continues to refuse to submit to any form of regulation regardless of the public interest reflected therein. The public ought to know also that no member of the Commission has ever questioned the propriety of the company going to court on any issue concerning the Commission."

Paley's Reply To Fly's Reply

Following is Mr. Paley's reply to the reply made by Mr. Fly to Mr. Paley's initial statement:

William S. Paley, president of CBS, tonight (Saturday) replied to an attack on CBS made in a statement by Chairman Fly of the FCC. Chairman Fly's attack, as quoted by the Associated Press, was in reply to a statement issued by CBS earlier today in connection with the action of the FCC in amending regulations on chain broadcasting.

Mr. Paley's reply to Chairman Fly follows:

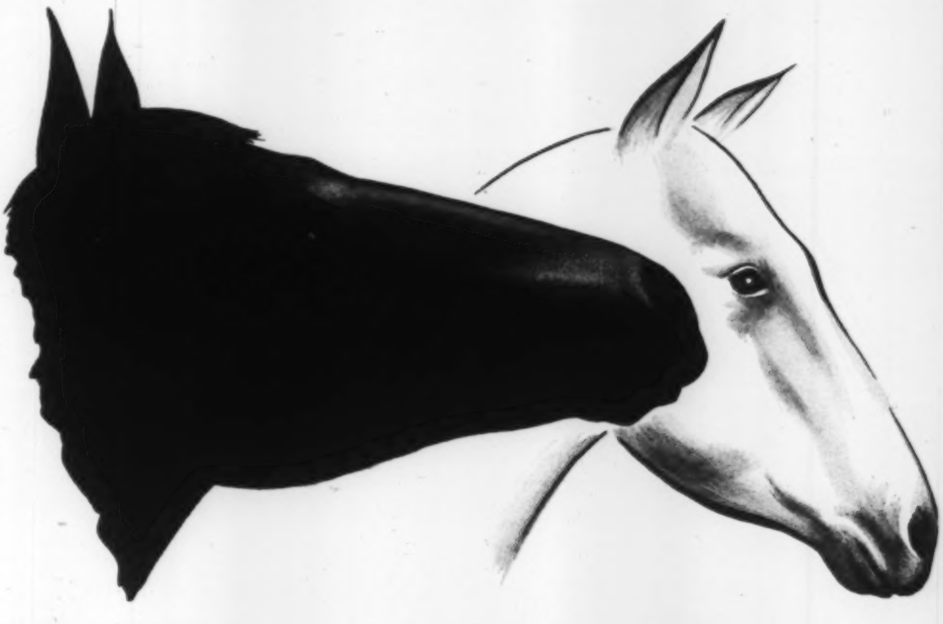
"Columbia's reputation is in our own keeping, not in Mr. Fly's, and we do not believe that demogogic charges that we defy lawful and proper regulation will fool a public that has known us all these years.

"I repeat that the present modifications are not substantial and that far more tempting ones were offered to the major networks by Chairman Fly, provided we would surrender our rights to contest the legality of the new regulations."

PREMIER RADIO Enterprises, St. Louis, has announced the recording of a new series of hillbilly transcriptions for Drug Trade Products, Chicago, through Benson & Dall, Chicago.

Universal's Annex

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is erecting a two-story factory annex. Of composite material construction and semi-blackout design, main floor will be given over entirely to production and testing facilities of national defense orders as well as complete assembly lines for microphone orders designated by the Army Signal Corps. Second floor will be for storage.



— "The Boss says this Tom Wheeler talks Horse Sense"

Tom is a big shot in a big field—agriculture. His reputation rests not alone on his important work for 33 years as editor of the Indiana Farmer's Guide—his devotion to the farmer has won recognition from such figures as the late President Coolidge, Vice-President Wallace and Secretary of Agriculture Wickard. But more vital, he has always had the farmer's confidence and esteem. **• Tom Wheeler is now a WOWO personality, and his commentaries are exclusively heard on the new WOWO noon program, "FARM HOUSE". Wheeler's daily broadcasts are another evidence that WOWO uses specialists for its public service programs.**

• The whole story on Tom Wheeler is awaiting your call at NBC Spot Sales. Get your copy of it today.

WOWO
FORT WAYNE
INDIANA'S MOST POWERFUL STATION

WESTINGHOUSE RADIO STATIONS Inc • KDKA KYW WBZ WBZA WOWO WGL WBOS • REPRESENTED NATIONALLY BY NBC SPOT SALES

CHOICE PERIODS AVAILABLE!

Write for WWDC's choice open periods. WWDC is Washington's big buy . . . bonus booster signal, economy rates, alert programming in America's most prosperous market.

E. M. Spence
Gen'l Mgr.

Washington, D. C.

WWDC

NBC Relies on Fly's Promise To Cooperate in Court Ruling

FOLLOWING is the full text of the statement issued by NBC President Niles Trammell Oct. 12 on the FCC's chain-monopoly regulations, as amended:

"We regret exceedingly that in these critical days when NBC is making every effort to assist the national defense program and is giving every cooperation to the Government through its domestic and international broadcasting facilities that a part of the FCC should insist on disrupting our operations and on revising the whole method of network broadcasting.

In the FCC statement of Oct. 11 announcing new rules to govern the business relations of the American broadcasting industry Chairman Fly referred to his discussions with the various representatives of the established network organizations. It should be added that these discussions resulted in utter disagreement as to the Commission's powers and as to the practicability of the new regulations.

Reference to Minority Report

It is significant that the minority report issued by the dissenting commissioners of the FCC clearly states:

"We remain convinced that the majority of the Commission exceeds the power delegated to the Commission in the Communications Act of 1934," and further adds: "We fear that the nation's radio service may be seriously impaired at a time when efficient service is most needed . . . the present is not time to force revolutionary reforms upon an industry which has served the public interest of the nation, particularly when such reforms bear no relation whatsoever to the national defense effort."

In the hearings held before the Interstate Commerce Committee of the Senate in June of this year on the subject of Senator White's resolution aimed at a review of the orders issued by the FCC, Senator White declared:

"Of course, what troubles me about the situation is that I see in these present regulations the very definite suggestion of an assertion of authority in the Commission to do pretty nearly whatever it wants to do if it says it is in the public interest. It is pretty hard to see if we accept these regulations as being within the authority of the Commission why the Commission could not assert almost anything as being in the public interest and then going ahead to do it."

I said in my own testimony last June—and I quote from the record, "I want to make it clear, however, that I am not opposed to the proper regulation of broadcasting under the licensing powers authorized by Congress and administered by the FCC which is a creature of Congress. Such regulation is essential."

Regulation by Man, Not Law, Is Urged

The position of NBC has been consistently that it does not oppose regulation by the Government but that such regulation should be through the processes of law. We have at all times expressed our willingness and desire to cooperate with the Commission and with Congress in any modification of the existing radio law which the progress of the art may make necessary or desirable.

However, we feel that regulation by an administrative commission pursuant to no fundamental guiding law is regulation by man and not by law. The conception of Chairman Fly as to what the existing law is differs diametrically from that of any or all his predecessors. Conceivably that of his successors in turn may again vary sharply.

The broadcasting industry cannot operate on a stable basis and adequately serve the public if it is to be governed by bureaucratic fiat instead of by law.

Chairman Fly in his testimony before the Senate Interstate Commerce Committee earlier this year declared, "Now, as to the application of these rules to any station or any group of stations, where the matter is taken into court upon one rule or upon two rules or upon more rules then nothing will be done to that station or to that license until the matter is finally adjudicated by the courts. That has been our consistent policy in the past and it will be in the future. I am talking about good faith and an expeditious movement into the courts to get the legal matters decided."

In good faith and as expeditiously as possible NBC is ready to present to the courts the far-reaching questions raised by the new FCC regulations. We rely upon Chairman Fly's statement that he will stay the operations of these regulations pending the final outcome of the court proceedings.

Western Electric Plans Absorption of ERPI

ELECTRICAL Research Products Inc., wholly-owned subsidiary of Western Electric Co., on Nov. 1 will merge with the parent company. All its domestic activities will be carried on as the ERP Division of the Western Electric Co., according to C. G. Stoll, WE president.

T. Kennedy Stevenson, former ERPI president, will be WE vice-president in charge of the new division, as well as handling general accounting, treasurer's and secretary's departments of the parent company and acting as a WE director.

ERPI's foreign subsidiaries on Oct. 31 will be transferred to a new company, the Western Electric Export Corp., of which Mr. Stevenson will be president. This foreign business has shown marked expansion, it is reported, as theatre owners cut off from European sources of supply have turned to America for equipment.

In addition to Mr. Stevenson, present ERPI officers who continue their duties in the new division under WE, will have the following titles: D. C. Collins, Eastern manager; Clifford W. Smith Western manager; T. E. Shea, chief engineer, although he is temporarily on leave of absence in Government service; F. B. Foster, Jr., comptroller, and P. L. Palmerton, sales manager.

DON DUNPHY, MBS boxing expert, is conducting a new series of football programs titled *Dunphy's Football Review* Sunday, 3:45-4 p.m.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Take Good Aim
Score a bull's-eye in Connecticut's Major Market by using WDRC, in Hartford. Get all three on WDRC—coverage, programs, rate! Write Wm. Malo, Commercial Manager, for further information.
CBS
Basic CBS for Connecticut

Winning Number
WAIR listeners listen, believe and buy. WAIR's spot on the dial is worth a fortune to the wise time buyer who signs on the dotted line.
WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

Carries more local advertising than any other tri-city station by more than 3 to 1!
WTRY
1000W TROY, N. Y. 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

IN BALTIMORE IT'S
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.
ON THE BASIC MUTUAL NETWORK

WANTED!
A Tough Commercial Assignment
The Commercial Manager of a New York City Independent Station wants to tackle the prospects you can't sell!
He has an outstanding record for producing sales; he has an outstanding record for producing commercial ideas that sell; he has been an important factor in the 'making' of three nationally - known Independents in New York . . . stations with which you are more than familiar!
He wants to leave New York and will take a deal based wholly on results.
AND,—if you think he's exaggerating his background, write for the PROOF!
Box 980, BROADCASTING

Ann Tenna says:
SING A SONG OF SIXPENCE
Manhattan covered
at LOW expense
Corny rhyme, but makes good sense
(My two-way stretch stretches dollars... stretches sales)
W
I
N
S

Nets Seek Stay

(*Continued from page 8*)

statement, but in terms of actual operation".

Clinging to his view that the option time provision "is better for the industry than anything we discussed with the networks", Mr. Fly said he did not think it could be reasonably suggested that any less generous attitude is expressed in the rules than was expressed in the discussions with the networks.

Mr. Fly said he did not think there would be any extension on the rule covering contract terms, although he would not say flatly there would be none "if it meant getting started in an orderly way". Then he threw out an observation that had immediate repercussions. He said the Commission would oppose the networks' apparent principal means of opposition— "political pressure". This was picked up in the press and brought stern criticism in several quarters. Columnist David Lawrence branded it an effort to deprive the industry of its day in court through threat of reprisal.

Effect On Regionals

Aside from the effect of the time option ban on affiliates generally, it was pointed out that the rules leave regional networks high and dry. Yankee and Colonial Networks, at the oral argument before the FCC Sept. 12, held that time options were essential if these vital services were to continue.

The majority in its report stated it had determined the regulations should be applicable to regional as well as national networks, but said special circumstances and considerations may be applicable in the case of regionals and the Commission "will examine any further representation on their behalf with especial care".

Considerable surprise was manifest over the majority's action in bodily tossing out exclusive time options. It was ascertained that the FCC on Aug. 1 had authorized Chairman Fly, acting as a committee for the Commission in negotiating with the major networks, to compromise the time option controversy by allowing three hours of exclusive option time in each of three 5-hour segments to networks in cities having 4 or more outlets; 2½ hours to cities having three outlets; 2 hours to those having 2 outlets, and 1½ hours in cities with only a single outlet. Why the majority decided upon discarding exclusive options entirely was not explained.

The Commission's action with reference to the forced sale of the Blue was viewed as indicative of the position it would take in connection with the question of multiple ownership where overlapping service is involved, as presented in Order 84, on which oral arguments were held last Oct. 6. In connection with the NBC action, the majority said that separate ownership of what are now the Red and the Blue is "so generally recognized to be desirable that we believe a separation will soon occur without the spur of a legal mandate".

Fair Values

It added that any policy requiring the sale of "substantial properties should be applied with due regard to the preservation of fair values, and the Commission wishes to avoid the semblance of pressure on NBC to effect a forced sale". Whereupon it announced that the regulation had been suspended, providing that any subsequent order placing it in effect will allow a grace period of six months between the announcement and the effective date.

It was expected the same formula would be applied to individual cases of multiple ownership where overlapping service is concerned, since the situations are on all fours. In other words it was thought the Commission would make a pronouncement of policy along the same line, and then essay to knock off the multiple ownership situations one at a time, within reasonable limits to avoid "forced sales".

RECORDED QUACKS in lieu of artificial decoys was the inspiration of Neel McGinnis, KSTP, St. Paul, engineer, who lugged 250 pounds of recording to the zoo prior to the opening of the hunting seasons. But after feeding several loaves of bread to the birds and being rewarded with some fine contented quacks, the game wardens at the last minute decreed that utilizing a transcription of the ducks' voice to lure the fowls would be the same as using live decoys, an illegal method. Now Mr. McGinnis sits in his blind with only a squeaky caller which is reported to be driving the game away.

FALLS 260 FEET

But Steeplejack Escapes With Broken Legs

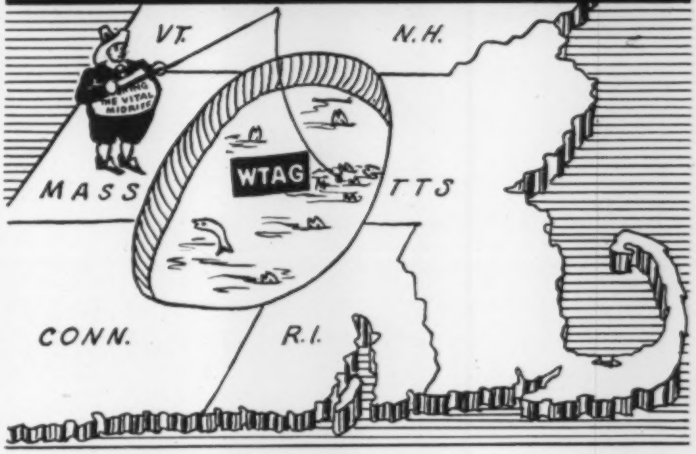
A STEEPLEJACK, working on the towers of WAYS, Charlotte, N. C., had a narrow escape from death last week when the pole snapped, throwing him to the ground. The steel worker, Learden Eberhardt, of Charlotte, who was at the top of the 260-foot pole, rode the pole almost to the ground and then jumped clear. He suffered two broken legs and possible internal injuries but remainel conscious after his fall.

The towers were being erected by the Ace High Vertical Radiator Co. of Sioux City, Ia. Chief Engineer Robert H. Rigby of the station said it was possible the accident will not delay plans for putting the station on the air Nov. 1, if the FCC allows the station to take the air with only a portion of one tower.

Meyer Discs

MEYER BROTHERS DRUG Co., St. Louis (Sherton B1 tonic), has transcribed its quarter-hour *Meyer Brothers Minstrels*, live daily on KWTO, Springfield, and is using the discs thrice-weekly on WSMB, New Orleans, and KARK, Little Rock. Sponsor is also participating on *MJB Show* six days a week on KWK, St. Louis. Agency is Jimm Daugherty Inc., St. Louis.

POWER!
—WHERE POWER
COUNTS MOST
NASHVILLE
THE GREAT
TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
0,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager



Fish Where the Water's Alive
WTAG
WORCESTER
COMPLETE
CENTRAL
NEW ENGLAND
COVERAGE
Retailers from one end of the Central New England market to the other are experiencing record breaking sales, thanks to the market's five hundred different industries — the greater portion of them humming with defense orders. These same retailers are just as aware of the best Central New England radio coverage. Three to one they told Hooper-Holmes, given the choice of any radio station heard in the area, that they would use WTAG for advertising. Scores of them regularly practice what they preach.
NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

WIDER COVERAGE

. . . added to appearance and strength

Because of its better coverage, a Blaw-Knox Vertical Radiator brings more listeners to a station . . . steps up its following, its profits. The attractive appearance — so valuable to a station — is the natural result of correct designing. The strength of a Blaw-Knox Radiator shows up, not only under great stresses, but also in low maintenance cost. It all sums up in this: Blaw-Knox KNOWS HOW to make this equipment . . . knows it from the engineering, electrical, designing and structural angles. This knowledge is at your service at any time. Write or wire.

Blaw-Knox Division of Blaw-Knox Company
Farmers Bank Building, Pittsburgh, Pa.

BLAW-KNOX
VERTICAL
RADIATORS

Fly's Promise

(Continued from page 7)

group of stations, where the matter is taken to court, upon one rule, or upon two rules, or upon more rules, then nothing will be done to that station or to that license until the matter is finally adjudicated by the courts. That has been our consistent policy in the past, and it will be in the future.

"Now, I would not want to say that that would be true regardless of all the activities that these gentlemen might engage in simply to break down the principles of the rules. I am talking about good faith and an expeditious movement into the courts to get the legal matters decided."

Later during the cross-examination Senator Bone (D-Wash.) observed that the only way a station could test out the Commission's jurisdiction would be by getting down to the legal end of the discussion of the order, but that in so doing it might be jeopardizing its whole future.

A 'Minor Operation'

The record shows that Chairman Fly interposed: "If a station wants to litigate this, sir, that is quite all right. We shall be happy to join in the litigation and leave the station on the air until the litigation is completed. All we want is good-faith litigation: To have him move in and proceed expeditiously with the litigation. Then if these regulations are sustained, as I am sure they will be, the station will still remain on the air. All it need do is conform to the regulations laid down. The station will not be in jeopardy. This is not a wrecking operation; this is a minor operation upon some few small clauses in these contracts. That is all it is, except for the Red and the Blue."

When Chairman Wheeler (D-Mont.) asked whether he understood Mr. Fly to mean that "you will not attempt to purge a station because of the fact that it went into court," Mr. Fly responded:

"Oh, absolutely not."

During other colloquies, relating primarily to the "forced sale" of the Blue Network, Chairman Fly said repeatedly that ample time would be given for disposition of the property, if NBC proceeded "in good faith".

New P & G Serial

PROCTER & GAMBLE Co., Cincinnati (Duz), on Nov. 3 will replace *The Goldbergs* on NBC-Red, Monday through Friday at 11:30-11:45 a.m. with *The Bartons*, current NBC-Blue sustainer. The program, written in Hollywood by Harlan Ware, former Chicago newspaperman, is a dramatic serial of a typical American family in a mid-western town, and will be broadcast out of Chicago on 47 eastern stations. The cast includes Dick Holland, Jane Webb, Bill Bouchey, Fern Parsons, and Kathryn Card. Agency is Compton Adv., New York.

NBC'S NEWEST vice-president, Harry C. Kopf, manager of NBC central division was hailed by central division sales staff when one of the resourceful members brought back this regal banner from the Veiled Prophets convention in St. Louis, and during Kopf's absence placed it across the wall of his office. The new vice-president entered into the spirit of the prank with a smile from v to p.

Gen. Olmstead Is Named As Chief Signal Officer

BRIG. GEN Dawson Olmstead was nominated Oct. 16 by President Roosevelt as Chief Signal Officer of the Army, succeeding Maj. Gen. Joseph O. Mauborgne, who retired recently from active duty after a four-year term. Gen. Olmstead will be ranked as a major general, and has been acting chief signal officer for several months.

A native of Corry, Pa., Gen. Olmstead was graduated from the U. S. Military Academy June 12, 1906. After serving with the 15th Cavalry he was transferred to the field artillery and later detailed in the Signal Corps. During the World War he served for a time as Signal Officer of the 83d Division and served on the staff of the Inspector General of the AEF.

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

New WHN Plant To Begin Nov. 1

50 kw. Transmitter Located At East Rutherford, N. J.

ABOUT the first of November, WHN, New York, will begin emanating its programs from the twin towers of its new transmitter at East Rutherford, N. J., less than six miles airline from Times Square, with 50,000 watts power, instead of the station's present 000-watt transmitter at Astoria, Long Island. Move will mark another major step in the history of the station, which first went on the air March 18, 1922, from Ridgewood, N. J., with 250 watts on kc.

New transmitting apparatus is Western Electric throughout, including not only the main 50-kw. transmitter but also the auxiliary 5-kw. and 1-kw. units which are housed side by side in the 60-foot square transmitter building.

Shortwave Receiver

Modern throughout, the building contains a studio, workroom, sleeping quarters for emergency use and a two-car garage in addition to lobby and control room. A built-in shortwave receiver will pick up European programs direct.

A motor generator will provide emergency power and a microwave beam from studio to transmitter will allow radio transmission of programs should the regular line connections be broken. Live and transcribed programs can also be originated from a special studio in the transmitter building.

The 409-foot Blaw-Knox towers rest on concrete bases, which in turn are supported on masses of pilings, averaging 62 feet in length, driven into the salt marsh on which the transmitter is grounded. Antennas are directional, away from Philadelphia.

Cost $250,000

Installation, costing about $250,000, is being made under direction of Paul Fuelling, chief engineer of the station. Jansky & Bailey are consulting engineers. Construction is said to be the most rapid of any 50-kw transmitter in the country, ground having been broken April 16.

WHN's FM station, W63NY, is also well along and this transmitter, located at Cliffside, N. J., is to be ready about Thanksgiving. Here also the Western Electric Co. supplied the apparatus. The towers, 600 feet above the Hudson River, were furnished by Blaw-Knox Co. W63NY will operate with 1 kw. at first, but will probably install a 10-kw. transmitter in the spring.

LOOKING UPWARD as the new 50,000-watt plant of WHN, New York, rises into the skies are (l to r) Herbert L. Pettey, station director, along with Tom Kennedy, *New York Times* radio editor, and James LaMarque, Graybar sales representative.

AGENCY *Appointments*

MOSS BROS., Philadelphia and Pittsburgh, to J. M. Korn and Co. Inc. Newspaper, radio and outdoor will be used.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges, lemons), after considering presentations from several other agencies, has re-appointed Lord & Thomas, that city.

ORIGINAL LUNDSTRUM Hat Stores, San Francisco, to Theodore H. Segall Adv. Agency, San Francisco. Radio will be used in a campaign to start the end of October.

CAMEO CLEANSER Corp., Chicago, to MacManus, John & Adams, Detroit. Said to use radio.

WALTER H. JOHNSON CANDY Co., Chicago, to Sorensen & Co., Chicago.

GRIGGS, COOPER & Co., St. Paul, and asssociated companies, Foley Grocery Co. and Sanitary Food Mfg. Co., to The McCord Co., Minneapolis.

R. B. DAVIS Sales Co., Hoboken, N. J., to Joseph Jacobs Jewish Market Organization in the Jewish field. In addition to a weekday morning program on WEVD, New York, a campaign in various newspapers is being held.

CANADIAN COLONIAL AIRWAYS Inc., Montreal, to F. H. Hayhurst Co. Ltd., Montreal.

AGASH REFINING CORP., Brooklyn, N. Y. (salad oils & dressings), to Blaine-Thompson Co., N. Y.

TREESWEET PRODUCTS Co., Santa Ana, Cal. (lemon juice), to Armand J. Hanson Adv., that city.

Libby to Widen

LIBBY, McNEILL & LIBBY, Chicago (food), recently began sponsorship of 15-minute transcriptions, *Terry & the Pirates*, five times weekly on KMBC, Kansas City and WGN, Chicago, with other stations to be added later. Discs were cut by Transamerican Broadcasting & Television Corp., New York. Contracts run for five years with cancellation options. Agency is J. Walter Thompson Co., Chicago.

R. B. Davis Ponders

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), after being off the air for a few years, may again consider using the medium, depending on the results of a test recently completed on WEEI, Boston. Company went off the air when it did not get desired results and decided not to use radio again. The agency, Murray Breese Associates, New York, through the test hopes to convince the company to return to radio advertising next year.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C.
RED

Mississippi "Cashes In" On Cotton and Defense

Mississippi is harvesting its richest cotton crop in 12 years—$176,850,000.00 worth!

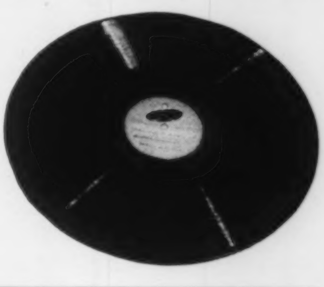
State defense contracts total approximately $140,000,000.00!

Together they comprise over 316 million hard round reasons for investing your advertising dollars with WJDX—dominant radio station in the growing Mississippi market!

Member of Southcentral Quality Network
WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

AT LAST
A GOOD PAPER
BASE RECORDING
BLANK



MANY recording engineers have rejected the idea of using paper base discs for recording. You may feel that way about them, too. But we think you may change your mind when you see the new, improved Presto Monogram Disc. We sent samples of this disc to a few stations in July. In every case they started to use them immediately in quantity.

They are not as smooth as our glass or recoated aluminum discs and we don't recommend them for reproducing delayed broadcasts but they're ideal for reference recordings. They're lightweight, easy to file, safe to handle or mail anywhere and the price is 40% less than our standard discs.

The base of the Monogram disc is cardboard—the flattest, smoothest stock obtainable. The coating material is exactly the same as our highest grade discs. They cut with the same needle pressure and angle. Surface noise is nil.

The Monogram disc is made in all sizes up to 16". It's worth knowing about. Order a sample carton of 10 from your distributor today.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

1340
WINX
Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D. C.

THE HEART OF WLAW NEW ENGLAND

MORE PEOPLE are listening MORE HOURS

Recent surveys show that the WLAW audience is growing . . . growing in a market of more than 400,000 radio families . . . the important Merrimack Valley area. You're missing worthwhile EXTRA radio coverage in New England if WLAW is not on your list.

WLAW
LAWRENCE, MASS.
5000 WATTS • 680 KC.
Columbia Affiliate
National Representatives
THE KATZ AGENCY, Inc.

Regionals Meet

(Continued from page 14)

must be preserved". Certain of the broadcasters present repeatedly asserted their belief that "we can get along without ASCAP" but the prime movers were quick to declare they were not proposing to "gang up" on ASCAP in any way but rather to "get the best terms possible by negotiation".

From a reliable source it was learned that a raising-of-hands revealed that two NBC affiliates present, two CBS and three MBS admitted they had notified their networks they had already agreed to go along on the new network contracts.

Prominent in the floor discussions were said to have been Messrs. Damm, Gillin, Shepard, Hubbard and Wooten.

Several of the broadcasters frankly stated after the meeting that they came as "interested observers" and as "listeners" and declared they doubted the need of a permanent organization. Throughout the proceedings there ran charges of "network domination" of NAB, but the leadership studiously avoided any semblance of a break with the NAB.

"I don't believe that was the will of the meeting", said one broadcaster. "My feeling is that the general sentiment opposes sabotaging the NAB, and several here told me they would not quit NAB because they felt the industry needs a centralized united front of all elements". On the other hand, another prominent broadcaster not now a member of NAB freely asserted that the new organization would spell the doom of NAB, in his opinion.

Some resentment was voiced against IRNA, on the ground that its committees had "sold out" the independent affiliates in acquiescing to the ASCAP deals.

Ranks Restricted

It was made clear that neither the networks nor their owned and managed stations would be allowed to participate in the new organization, and that clear channel and local stations would be excluded. Some of the regional station owners present, including Mr. Pulliam (also owner of WAOV, Vincennes, Ind.), are also identified with local station ownership, but they are to be admitted only by reason of their regional stations.

The secret sessions also brought forth an unsubstantiated report that President Harold A. Lafount of NIB had written to Mr. Pulliam to offer to coalesce the two groups in order to set up a "strong trade association" as against the NAB, but no comment was forthcoming.

One prominent broadcaster reported to the meeting, when it opened in the morning, that he had been in contact with FCC Chairman James Lawrence Fly, who was quoted as having asserted that the FCC was interested in seeing the music problem settled so that "discordant note" in industry affairs would be removed and that help bring about "peace and harmony in the broadcasting industry". Mr. Fly, it was said, added that his remarks were not to be construed as indicating an intention on the part of the FCC to force the broadcasters to enter into any copyright agreements unsatisfactory to them.

The reaction to this was that the copyright problem was no concern of the FCC's, being purely an internal business problem. The interjection of Mr. Fly's name into the proceeding led one broadcaster to remark privately that he was more than ever convinced that "reform" in the conduct of industry affairs should come from within the NAB rather than through a diverse independent organization, he expressed the belief that the latter course simply played into the hands of the "divide and rule" plans of what he called "the Washington boys".

Full Attendance AT CHICAGO MEETING

Eugene C. Pulliam, WIRE, Indianapolis
John J. Gillin Jr., WOW, Omaha
Henry W. Slavick, WMC, Memphis
William Gillespie, KTUL-KOMA, Tulsa-Oklahoma City
William M. O'Neil, WJW, Akron
Edward C. Coontz, KVOO, Tulsa
Arthur Church, KMBC, Kansas City
Lester Lindow, WFBM, Indianapolis
John A. Kennedy, WCHS, Charleston, W. Va.
H. J. Brennen, WJAS-KQV, Pittsburgh
Robert M. Thompson, WJAS-KQV, Pittsburgh
Stanley Hubbard, KTSP, St. Paul
Luther L. Hill, Iowa Broadcasting System
Hulbert Taft Jr., WKRC, Cincinnati
Dorrance D. Roderick, KROD, El Paso
Walter J. Damm, WTMJ, Milwaukee
Les Johnson, WHBF, Rock Island, Ill.
Wiley P. Harris, WJDX, Jackson, Miss.
Gilmore N. Nunn, WLAP, Lexington, Ky.
Edgar T. Bell, WKY, Oklahoma City
Gayle V. Grubb, WKY, Oklahoma City
Norman Thomas, WDOD, Chattanooga,
John McCorwick, KWKH-KTBS, Shreveport
Wilbur M. Havens, WMBG, Richmond
W. A. Bowry, WMBG, Richmond
Campbell Arnoux, WTAR, Norfolk
C. T. Hagman, WTCN, Minneapolis
George M. Burbach, KSD, St. Louis
William J. Scripps, WWJ, Detroit
C. D. Brewer, WWJ, Detroit
Harry Bannister, WWJ, Detroit
Hoyt Wooten, WREC, Memphis
Forrest P. Wallace, WWJ, Detroit
Ronald Woodyard, WING-WIZE, Dayton-Springfield
Ed Craney, KGIR, Butte
Morgan Murphy, WEBC-WEAU, Duluth-Eau Claire
Walter Bridges, WEBC-WEAU, Duluth-Eau Claire
Ben Ludy, WIBW, Topeka
Gene O'Fallon, KFEL, Denver
H. G. Wall, WIBC, Indianapolis
George H. Jaspert, WTAG, Worcester
Gordon Gray, WSJS, Winston-Salem
Walter M. Koessler, WROK, Rockford

SQUASH AND CHEESE-CA motif inspired the press relati department of WJR to take th shot. The squash at left is a normal one weighing 1½ pounds. Th squash at right is what happe when Duncan Moore, WJR commentator, shoots the colchicine in his flora and upsets their mutations. It weighs 30 pounds. Squa holders are Miriam Eldred (left) and Lillian Metsker, of WJR.

Mutual Villains

WHEN IN DOUBT as to what name villains should have in some of MBS' dramatic programs, the authors have been neatly solving the problem of late by tagging them with the names of people who work at WOR, Mutual New York outlet. "Arthur Hale" was the name of the villian on a recent *Bulldog Drummond* program, and "Avery Giles" acted leeringly on *The Shadow* last week. The real Arthur Hale, of course, is the *Confidently Yours* news reporter on MBS, and Avery Giles is a member of the WOR continuity department.

KIRO Seattle
ANNOUNCES THE APPOINTMENT OF
Miss Hazel Kenyon
AS EDUCATIONAL DIRECTOR

MISS KENYON, who has achieved a national reputation in the field of education, brings a wealth of experience to augment KIRO's program of greater public service.

50,000 WATTS
KIRO
SEATTLE
CBS Affiliate

PACIFIC NORTHWEST'S FIRST SUPER POWER STATION

FM's FIRST INDEPENDENT STATION on-the-air with a G-E 1-kw transmitter

Proof That the Public Regards "FM" as More than a Strange Radio Symbol

W47A started operation July 17 with 36 sponsored programs, none less than 15 minutes long. It serves the Capitol District of New York State—covering 6589 square miles—16½ hours daily, 18½ hours Saturdays.

Owned and operated by the Capitol Broadcasting Co., Inc.—devoted solely to FM—it is the first commercial FM station unaffiliated with any broadcast interest.

W47A is also the first station in the country to get a construction permit from the F.C.C. for STL equipment. It will operate on 331 megacycles with W2XEO as the call letters. This studio-to-transmitter equipment is being built by G.E. and will soon be installed.

General Electric offers the only comprehensive line in FM today—broadcast and relay transmitters, receivers, tubes, frequency and modulation monitors, high-gain turnstile antennas, and crystals. G.E. is the only manufacturer of FM broadcast transmitters and receivers operating an FM station as a proving ground. To benefit from actual operating experience look to General Electric for all your FM needs. Just get in touch with the nearest of our 80 offices.

Free!

HOW TO PLAN AN FM STATION
HINTS ON OPERATING FM TRANSMITTERS
HOW TO MAKE MEASUREMENTS IN FM TRANSMITTERS

Three valuable guides, written by G-E engineers, to help you in the FM field. Get them from your G-E representative, or write General Electric, Section C160-16, Schenectady, N. Y.

Dwelle S. Hoag, Chief Engineer of W47A, takes readings on the 1-kw FM transmitter

GENERAL ELECTRIC

WJSV

50,000 WATTS

WASHINGTON, D.C.

CBS

First in power, first choice of sponsors in the nation's wealthiest per capita market

Ask any Radio Sales office for more information about WJSV, one of the eighteen CBS 50,000 watt stations.

WEBC, KDAL, Duluth, Take Over New Facilities

DULUTH'S two radio stations—WEBC and KDAL—went to their new facilities last Wednesday with gala programs celebrating the events. WEBC went to 5,000 watts fulltime on 1320 kc., while KDAL, formerly operating with 250 watts on 1490 kc., shifted to 610 kc. with 1,000 watts fulltime, using a directional to protect WDAF, Kansas City. The old transmitter building of KDAL has been sold, subject to Washington approval, to the FCC field monitoring service, but the tower and transmitter will be utilized as an auxiliary.

Extensive newspaper advertising, along with other promotion, was used by WEBC in a 10-day campaign preceding its Oct. 15 increase. A full-hour inaugural show climaxed the promotion campaign which covered northern Minnesota and Wisconsin. Transcribed messages from radio figures, including NBC President Niles Trammell and former WEBC performers now with networks on other stations and congratulatory transcriptions from Minnesota and Wisconsin officials featured the inaugural show.

Cooperating with local newspapers, WEBC promoted a full-page of advertisements, with WEBC accounts taking newspaper space to congratulate the station on its power increase. The station also ran teaser ads and general promotional copy over the 10-day period. A principal stunt of the campaign was "adoption" by the station of a Duluth girl and a Superior, Wis., boy who were born on June 19, 1924, when WEBC first went on the air. Called the WEBC Twins, the youngsters toured the studios and transmitters and participated in the inaugural show.

UNIVERSAL LISTENING

New Gadget Permits Check On Many Stations

NEW radio invention which eventually will allow listeners to one station to note what kind of program is being carried by others without tuning them in, was described by Dr. Orestes H. Caldwell, editor of *Radio Today* and NBC commentator on its *Radio Magic* series in a talk last week before a neighborhood group at Rye (N. Y.) High School.

In warfare, the new device called "panoramic radio" by its inventor, Dr. Marcel Wallace, will allow a pilot to listen in simultaneously on a dozen wavelengths to detect the presence of enemy signals or friendly navigation guides. Heretofore, of course, it has been necessary to tune in successively one station after another to get bearings, with the danger that a sought for station may be missed.

In addition, a pilot flying blind can, on his instrument board, "watch" his own plane clear unseen mountain peaks and passing planes. A submarine commander can proceed into a harbor, the outlines of which appear on a cathode-ray screen, with his ship at the center, as revealed by subsonic echoes from surrounding underwater banks and obstacles.

Canadian Rules

BECAUSE of new scientific developments all food, drug, patent medicine and other products requiring copy approval by the Canadian Department of Pensions & National Health must submit new copy for broadcast use within a year of approval of previous copy. This change in regulations was announced in a letter signed by J. R. Radford, supervisor of station relations with the Canadian Broadcasting Corp., which was sent on Oct. 11 to all station managers and advertising agencies in Canada. Copy will in future be valid only for one year from date of departmental approval, but the department reserves the right to review such copy within the period of a year if circumstances warrant it.

Suit Settled

EDITOR, BROADCASTING:

In your issue of Sept. 15 you carried a reference to an article that appeared in *The Birmingham News* with respect to a suit that had been filed against Radio Station WHMA and myself, as owner, by three of the former employes of the station.

This action was the result of the young men in question having been misled by a young lawyer of this city. As soon as the facts in the case were made known, the suit was amicably settled out of court and friendly relations restored among all parties concerned. Accordingly, we will appreciate it if you will carry a notice in an early issue of your publication to that effect.

HARRY M. AYERS,
Publisher,
The Anniston Star
Anniston, Ala.

AL RACKIN, Hollywood business manager of RKO Radio Pictures, publicity department, has been given the post of radio contact, formerly held by Eddie Rubin. Rackin also retains supervision of the accounting division.

25 kw. Day, 50 kw. Night Authorized for KVOO

KVOO, Tulsa, last Tuesday was authorized by the FCC to operate unlimited time with 25,000 watts night, 50,000 watts day, using a directional antenna at night on 1170 kc. The special service authorization is subject to the same conditions respecting a directional antenna as the original draft. It holds a construction permit for 50,000 watts unlimited time.

WFNC, Fayetteville, N. C., was granted a modification of license to shift in frequency from 1370 kc., 250 watts daytime only, to 1450 kc. with 250 watts unlimited time.

Phone Hour Audience

THE Telephone Hour, sponsored by Bell Telephone System, New York, will be presented before a studio audience for the first time in over a year-and-a-half of broadcasting, Mondays, 8-8:30 p.m. on NBC-Red, when NBC completes one of its two new special theatre studios now being constructed in Radio City. To seat approximately 450 people, the new studios are of latest acoustical design and with finishing touches under way, the *Telephone Hour* will move in for its first public appearance in a few weeks, according to N. W. Ayer & Son, New York, agency handling the account.

MBS Sacred Series

FIRST major sustaining religious series to be offered on the network, *Mutual's Radio Chapel*, started on a nationwide MBS hookup Sunday, Oct. 5. Heard 11:30-12 noon on Sundays, the series is produced in cooperation with organized Protestant, Catholic and Jewish religious bodies. Well-known religious leaders of the country are to appear on the program each week.

GENERAL TIRE & RUBBER Co., Akron, O., is charged in a complaint by the Federal Trade Commission, announced Oct. 12, with misrepresenting certain quantities for General automobile tires in radio continuities and other advertising.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

ASCAP Modifies Contracts

(*Continued from page 9*)

licenses covering such particular broadcasts.

Upon receipt of such request, ASCAP will quote a fee to be paid by the originating stations. These quotations will be in dollars instead of percentages. Remaining to be settled is the question of what disposition ASCAP will make about sustaining fees for unlicensed stations receiving only such football broadcasts.

Arbitration Clause

(4) Arbitration — In connection with the subject of arbitrating monetary claims which ASCAP might make against stations under the proposed contracts, or interpretations of any of the clauses in the contracts, this committee concluded that to write an arbitration clause into the contract itself might infringe upon station rights in the courts in their respective states, and therefore came to the conclusion that in their best interests it is well to leave out any arbitration clause, thereby saving the stations all their legal rights in their respective states.

Participation Provision

(5) Participating programs—Apropos the question whether ASCAP would make a claim for compensation on programs such as "early program clubs" which run from 7 to 7:15 a.m., using music, and then are interrupted by a sponsored 15-minute straight news program, after which the second half of the club program is broadcast for the balance of the period, ASCAP agreed it would not expect to be compensated for the revenue derived by the station from the straight non-musical sponsored "news" program.

It was understood that ASCAP does not demand compensation in respect to spot announcements made on "station breaks".

(6) Auditing — ASCAP agreed to notify stations at least two weeks in advance of making an audit and if, for any reason, it is inconvenient to the station to receive the auditors on the proposed date, ASCAP will reasonably postpone the audit.

(7) Anti-ASCAP Laws — After vigorous argument that paragraph 13 of the proposed "local station program commercial license" should be deleted, because it would place the station in a position of being a "watch-dog" for ASCAP, it was agreed that the provision should remain as written, since it was understood that ASCAP must have the right to withdraw from any state in which it finds under a state law it is impossible to do business and must therefore have the right to terminate licenses in such states. It was pointed out by ASCAP, however, that this paragraph does not mean stations must seek to kill any and all legislation in their state that might affect ASCAP, but that stations in their own interest would seek to prevent enactment of statutes affecting proper conduct of their business.

Restricted Numbers

(8) Restricted Listing—Whereas the present contract reduces the stated limit of restricted compositions from some 1,800 to 500, IBI had suggested the restricted listing be reduced to about 250. It was agreed that the listing may remain at 500 but if, after experience, this is found to be unduly burdensome or restrictive, ASCAP will make every effort toward satisfactory readjustment.

(9) Mr. Damm raised the question whether WTMJ, as the wholly-owned subsidiary of the *Milwaukee Journal*, in making a commercial announcement on behalf of the *Journal* would be required to set a value upon such an announcement if incorporated in a musical program, and pay ASCAP on it. It was clearly understood that as to announcements made by owner-licensee in their own behalf, no compensation would be expected. It was also distinctly understood that as to deals made by broadcasters in the nature of trades for service or merchandise, such as hotel background announcements in return for rent, ASCAP should be paid with a reasonable value placed on the time, as provided in the contract.

After considerable discussion, it was understood that as to pending unsettled deficiency claims against stations, these should stand, and that ASCAP might in justice exercise its discretion as to stations which have been habitually delinquent so far as offering them the terms of the new contracts is concerned. It was understood, however, that such stations, once the new contracts have been effected with other stations, might very well, under the terms of the consent decree, demand such licenses.

Auditions Return

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 19 resumed *Metropolitan Opera Auditions of the Air* for its seventh consecutive season, on 59 NBC-Red stations, Sunday, 5-5:30 p.m. Wilfred Pelletier, noted conductor of the Metropolitan, again leads the orchestra and supervises the preliminary tryouts with Milton Cross again dong the commentaries. Warwick & Legler, New York, handles the account.

McKay Heads NBC Press

JOHN McKAY, recently director of public relations and special events of WFIL, Philadelphia, has been appointed manager of the NBC press department, effective Oct. 20. A graduate of the U. of California, McKay has an extensive background in newspaper work and publicity. He spent 10 years with the *San Francisco Bulletin*, the last four as political editor and feature writer. For the last eight years he has been engaged in public relations activities and for seven years he has taught contracts and corporate law in addition to his other activities. Earl Mullin will continue as assistant manager of the department.

WFMJ, Youngstown, O., has signed for the full radio news report of the Associated Press.

ANNOUNCER WANTED

For sports and special events. Apply to WCSC, Charleston, S. C.

INS

War news hotter—Washington news vital. INS delivers news to radio in same volume, speed as to newspapers.

INTERNATIONAL NEWS SERVICE

18,000 Employed in WICHITA Aircraft Plants

A new high of 18,000 employees in Wichita's aircraft factories is expected to be reached by October 1st of this year.

Additional thousands will be added as new plant facilities now being constructed are completed. Now is the time for you to start getting your sales message across to this vast army of well-paid labor.

And there's no better way to do this than to use the "Pioneer Voice of Kansas," KFBI. START NOW!

The Pioneer Voice of Kansas

KFBI • WICHITA

5000 WATTS DAY • 1000 WATTS NITE

P-s-t! . . . to Sell the Tri-City Market You Need that "Inside Pull"
BUTTER

THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH 52 of the Nation's richest farm counties, booming with "Food for Defense" production.

"Inside Pull" is a mighty helpful thing to have boosting your product . . . especially when you have the "flush" Tri-City market at stake. We're a regular "part of the family" in every home in this area of 1,741,442 prosperous people. That's because, for them, we are THE SINGLE source of faithful 5000-watt service 18 hours daily. "Outside" voices register all too lightly compared with this "right-at-home" listening preference. Reason enough why your message on WHBF has that all-important "INSIDE PULL".
We have the *proof*—you'll want it handy. Write!

Howard H. Wilson Co., Nat'l. Reps.

WHBF

AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS

Basic Mutual Network Outlet

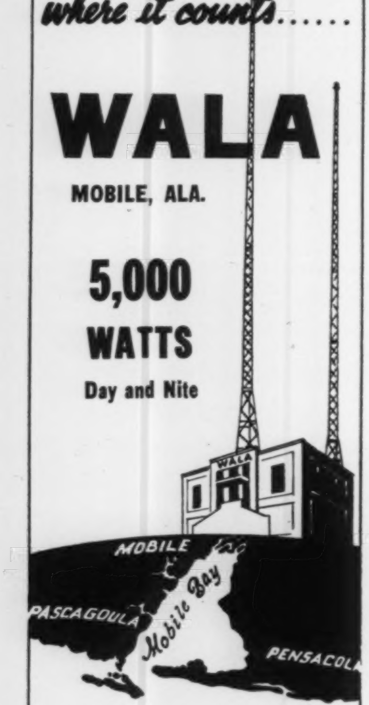
FULL TIME 1270 K C

THE 5000 WATT

Voice of the Tri-Cities

ROCK ISLAND • DAVENPORT • MOLINE

New Power!
where it counts......



WALA

MOBILE, ALA.

5,000 WATTS

Day and Nite

Positive Coverage In The Vital Gulf Coast Defense Area!

Reps.: John H. Perry Associates

Radio Regulatory and Labor Problems Considered at Regional NAB Meetings

KEYNOTING the first of a series of 17 regional meetings of the NAB throughout the country, NAB President Neville Miller addressed the seventh district session in Louisville, Ky., Oct. 9-10, warning station executives of serious problems on the legislative, regulatory and labor fronts.

Mr. Miller pointed out to the 60 broadcasters representing 20 stations from Kentucky and Ohio the unlimited opportunities and responsibilities offered by national defense to broadcasters in matters of morale and assisting Government agencies.

Gathering was also addressed by Carl Haverlin, BMI director of station relations, recounting the history and success of BMI with a statement that BMI licenses to date are now held by 724 stations; Edward M. Kirby, chief of the radio branch of the War Department, who complimented radio on its excellent coverage of the recent Army manuevers; J. Harold Ryan, seventh district director, calling for a free discussion of industry problems with ASCAP; Frank Pellegrin, NAB director of broadcast advertising, conducting a seminar with station sales managers.

Attendance also included: L. M. Brockington, assistant to the prime minister of Canada; William O. Aldridge, WPAY; Leonard D. Callahan, SESAC; Harry Callaway, WHAS; Eugene Carr, WGAR; W. Lee Coulson, WHAS; J. F. Cox, WAVE; Warren G. Davis, WCMI; Robert E. Dunville, WLW; Philip E. Dusenbury, WPAY; Joe Eaton, WHAS; Ralph G. Elvin, WLOK; O. E. Fields, WMAN; E. Y. Flanigan, WSPD; Russell Gohring, WBNS; Credo Fitch Harris, WHAS; Charles Harris, WGRC; Sheldon B. Hickox Jr., NBC; Stanton P. Kettler, WHIZ; James M. LeGate, WHIO; Nathan Lord, WAVE; Ben McIntosh, WGRC; Leonard Nasman, WFMJ; William Orr, WBNS; Willis B. Parsons, NBC; John F. Patt, WGAR; George Patterson, WAVE; Howard J. Perry, WGRC; R. J. Pirkey, WAVE; H. Potter, WOMI; Jack Harris, War Department; Jack Price, WBNS; J. H. Ryan, WSPD; Arch Shawd, WTOL; James Sheehy, WHAS; Alex Sherwood, Standard Radio; J. Porter Smith, WGRC; Neal A. Smith, WCOL; C. E. Schindler, WGRC; Dean Upson, WGRC; Ralph Wentworth, Lang-Worth; George L. Young, WSPD.

Eighth District

General discussion of industry problems marked the NAB 8th District meeting in Grand Rapids, Mich., Oct. 13-14. Featured were talks by Mr. Miller; Carl Haverlin, BMI station relations director; Mr. Kirby; Leonard Callahan, general counsel of SESAC; Ralph Wentworth; and Milt Blink, Standard Radio.

The following attended the meeting, at which John Fetzer, WKZO, Kalamazoo, district director, presided: J. B. Conley and Frank Tooke, WOWO-WGL, Fort Wayne; Lester Lindow, WFBM, Indianapolis; J. J. Flanigan, WIBC, Indianapolis; G. B. McConnel, Robert Bausman, and A. R. Jones, WISH, Indianapolis; R. H. Swintz, WSBT, South Bend; George Jackson, WBOW, Terre Haute; Dan Jayne, WELL, Battle Creek; Mr. and Mrs. Howard Loeb, WFDF, Flint; Leonard Verslius, WLAV, Grand Rapids; Owen Uridge, WJR, Detroit; Ray V. Hamilton and J. W. O'Harrow, WKZO, Kalamazoo; Grant F. Ashbacker and W. C. Wester, WKBZ, Muskegon; Angus Pfaff, WHLS, Port Huron; Jack Harris, War Dept.; W. B. Parsons, NBC Therausus, and Sheldon Hickox, NBC.

A highlight feature of the District 10 meeting in Omaha, Oct. 15-16, attended by about 40 broadcasters, was the sales managers' conference, presided over by Sam Bennett, of KMBC, Kansis City. Jack Harris, director of news and special events of the radio branch of the War Department Bureau of Public Relations, also participated in the conference of news editors, another feature of the Omaha meeting. John J. Gillin Jr., general manager of WOW, Omaha, and 10th District director, presided at the general session.

Tom Connolly, manager of CBS program promotion, addressed the sales managers' meeting Oct. 16, along with Frank Pellegrin, director of the NAB department of broadcast advertising. Mr. Pellegrin also addressed the Omaha Advertising Club on "Retail Selling by Radio".

Attending the sales managers' meeting were: Craig Lawrence, KSO-KRNT; Mrs. V. J. LeBarron, KGNF; Art Weaver, KOIL-KFAB; Merle S. Jones, KMOX; Al Ramsey, Andy Anderson, J. C. Rapp, KMA; Morgan Sexton, KROS; J. M. Lowman, KOIL-KFAB; Howard O. Peterson, WOW; Harold W. Fulton, Hale Bondurant, WHO; Buryl Lotteridge, WOC; J. J. Gillin Jr., WOW; Holly Shively, John Blair & Co.; Wm. B. Quarton, WMT.

A corrected list of coming distrcit meetings, as released by the NAB last Friday, follows:

District 1—Oct. 28, Bancroft Hotel, Worcester, Mass.
District 2—Oct. 29-30, Onondaga Hotel, Syracuse, N. Y.
District 5—Nov. 5-6, Henry Grady Hotel, Atlanta, Ga.
District 6—Nov. 17-18, Peabody Hotel, Memphis, Tenn.
District 11—Dec. 11-12, Nicollet Hotel, Minneapolis, Minn.
District 13—Nov. 20, Baker Hotel, Dallas, Tex.
District 14—Dec. 8-9, Denver, Col.
District 15—Nov. 28-29, San Francisco, Cal.
District 16—Nov. 24-25, Los Angeles, Cal.
District 17—Dec. 1-2, Seattle, Wash., Portland, Ore.

The District 3 meeting will not be held until afteer the first of the year, the NAB indicated.

MERRY CHRISTMAS

IT'S A LITTLE
EARLY FOR
CHRISTMAS
GREETINGS
BUT NOT
TOO EARLY
TO AUDITION

THE BEST CHRISTMAS SHOW YOU'VE EVER HEARD

SO EXCEPTIONAL · SO AMUSING · SO INTERESTING
to Adults as well as Kiddies that one Sponsor
in each City will grab it.

15 Quarter Hour Xmas Programs and 45 more without
XMAS "tie-in" that can follow.

THE TITLE: STREAMLINED FAIRY TALES

Produced like the ever-POPULAR CARTOON MOVIES with impersonations—DRAMATIZATIONS—sound effects, etc. Modern versions of well known fairy tales. An outstanding program—hear it and be convinced.

COMPLETE BROCHURE ON REQUEST.

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

YOU GET THE *Cream* OF SALES, PARTNER, WITH

CBS AFFILIATE

KGVO
MISSOULA · MONTANA

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

Results by Radio Explained to AFA

Allison Tells Advantages at Tulsa Advertising Session

RADIO, newspaper, direct mail, outdoor and advertising men of other allied interests met in Tulsa Oct. 16-18 for a discussion of mutual problems, in connection with the Advertising Federation of America's three-day tenth district convention.

Neville Miller, president of the NAB; M. F. Allison, Cincinnati, promotion manager of WLW, appearing for J. D. Shouse, Crosley vice-president, and other radio men called for direct action in improving the merchandising angles of radio advertising and campaigns.

Allison's Talk

In a talk, "How to Get Results from Radio Advertising," Mr. Allison expressed no magic formula for radio campaign successes, but declared the focal point of most successful radio is directed toward outstanding retail merchandising.

"I refer," he said, "to merchandising campaigns that jar everybody out of their lethargy from the vice-president on down to the office boy . . . a campaign that sends salesmen singing on their jobs . . . a campaign that awakens dealers from the moment their doors swing open in the morning until they creak to a close at night . . . a campaign that so closely identifies product-program and dealer that the customer finds it almost impossible to buy anything but your product, at your price."

"Probably radio's biggest reason for success is the fact that intelligent advertisers have diligently merchandised it," he said. "It is entirely possible that other media, except for radio's one inherent advantage (the 8 to 1 radio advantage in impressions per dollar spent in advertising over newspaper and a 12 to 1 advantage over a magazines) could have done the same thing. The most successful advertisers have demonstrated that radio advertising works best when you keep everlastingly at it and it's up to the advertiser, the management, the agencies, the radio program department and their promotion staffs to keep everlastingly at it, too. Hand in hand, such a program will get sales results."

Vaporizer Spots

APO-CRESOLENE Co., New rk (vaporizer lamp), on Nov. 17 rts one-minute announcements WLW, Cincinnati, and WSB, Atlanta. Contracts run for 26 weeks. Irwin Vladimir & Co., New York, handles the account.

BIG LLOYD YODER, former Carnegie Tech All-American football player and a West Coast grid official while with NBC in San Francisco, is now one of the Rocky Mountain section's best-known officials. Here he is (at right) in conference during a recent game between Denver U and Brigham Young U.

Longines Tunes

LONGINES - WITTNAUER WATCH Co., New York, during the past two weeks has added five stations to its list carrying the *World's Most Honored Music* programs which are now on a total of 124. Schedules vary from one half-hour show to six quarter-hour shows weekly. New stations are WTCN, Milwaukee; WBT, Charlotte; KXOK, St. Louis; KDKA, Pittsburgh, and WENR, Chicago. Agency is Arthur Rosenberg Co., New York.

Six Join Mutual

SIX STATIONS, on Oct. 16 joined MBS as affiliates of the North Central Broadcasting System, bringing Mutual's total number of outlets to 180. New stations, all on unlimited time, are WHDF, Calument, Mich., 1400 kc., 250 watts; in Wisconsin, WSAU, Wausau, 1400 kc., 250 watts; KFIZ, Fond du Lac, 1450 kc., 100 watts; WFHR, Wisconsin Rapids, 1340 kc., 250 day and 100 night; WHBY, Appleton, 1230 kc., 250 watts, and WHBL, Sheboygan, 1330 kc., 1,000 day, 250 night. On Oct. 19, WRNL, Richmond, replaced WRVA as the Mutual affiliate in that city.

Shell Jingles

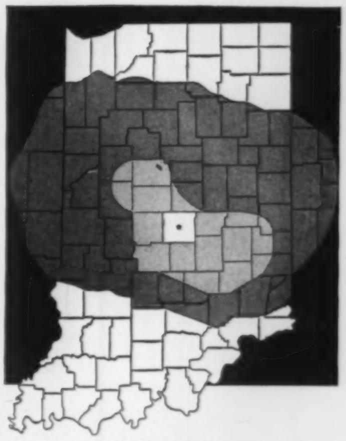
SHELL OIL Co., New York, is conducting a campaign urging motorists to "winterize" their cars with Shell products. One-minute jingles describe six specific steps to be taken on about 55 stations, most of which are used on a year-round basis for announcements. Starting in northern states and proceeding south two weeks in advance of cold spells, the campaign will end in Florida about Dec. 1. Agency is J. Walter Thompson Co., New York.

LUDENS SCHEDULE HAS 108 STATIONS

LARGEST fall and winter spot campaign in the company's history, comprising one-minute live and chain-break announcements 3 to 10 times weekly on 108 stations, is being launched by Ludens Inc., Reading, Pa., for its mentholated cough drops. Campaign got under way on six stations Oct. 6 with others being added on a graduated scale until Nov. 17.

In addition company is starting one 15-minute news period weekly each on WLW, Cincinnati, and WABC, New York, and five-minute musical programs thrice-weekly on KDKA, Pittsburgh, and twice-weekly on KNX, KARM and KSFO. Contracts run 13 to 26 weeks. Agency is J. M. Mathes Inc., New York. Spot list includes:

WOKO
WTIC
WJAR
WGY
WTAG
WDEL
WRAK
KGGM
WGBI
KVSF
KFBK
KTSM
KOY
KTUC
KSUN
KPO
KIRO
KFPY
KEX
KIDO
WKBN
WJDX
WWL
KWKH
WGST
WTUC
WMAZ
WAPI
WMBR
WSFA
WGAC
WCAO
WALA
WFOY
WOR
WBBM
WWNC
WCSC
WDNC
WBIG
WFBC
WTAR
WPTF
WMBG
WRVA
WDBJ
WSJS
WBT
WHP
KFYR
WDAY
WNAX
KDAL
WCCO
WTCN
WHO
KRNT
KMBC
WMT
KFH
KGNC
KLRH
WKY
KGKO
WFAA
KTUC
KTRH
KTSA
KRGV
KLZ
KSL
KGHL
KGIR
KRBM
KPFA
KYW
WKBW
WGR
WFBL
WNBF
WHAM
WIBX
WSAN
WAZL
WLW
WCKY
WTAM
WSPD
WBNS
WHIO
WJR
WISN
WOOD-WASH
WDOD
WNOX
WAVE
WREC
WOPI
WSM
WMBD
WOWO
KMOX
WISH
WLBZ
WGAN
WCAX
WLAW
WJSV
WCAO.



HERE'S INDIANA

★ Full-time WIBC offers statewide coverage to the alert advertiser who wants to sell Hoosierland. You get it in one convenient package as the map shows.

Large shaded area daytime 0.5 MV. Line 5000 watts — non-directional. Inside area 0.5 MV. nights 1000 watts.

Indiana's Friendly Station Serves Hoosierland

★ ★ WIBC ★ ★

INDIANAPOLIS

Mutual Broadcasting System

Represented by HOWARD H. WILSON CO.
New York, Chicago, Kansas City

Only by TRANSCRIPTION can you

Transmit Your Program

- WHERE you want it
- WHEN you want it

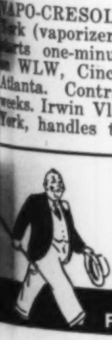
Reach any market, anywhere, anytime

Economically—Speedily—Safely with

ELECTRICAL TRANSCRIPTIONS

RADIODISC
Allied
RECORD MFG. CO.

1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.



KIRO THE FRIENDLY STATION

SEATTLE • 50,000 watts • CBS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Youngstown
America's
*35th
Market
WFMJ
Youngstown's
Favorite Station
NBC AFFILIATE
*U. S. Census Bureau

Lowest
National Rates
In New Orleans!
QUARTER HOUR, 1 TIME
Night

RED	60.00
BLUE	60.00
C.B.S.	130.00
MUTUAL (WNOE)	40.00

WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

MOVING?
If so—CJOR offers a fine location at the top of the dial where listeners in this area always tune for the best.
CJOR
Vancouver—B. C.
1000 Watts
National Representatives
J. H. McGillvra (U. S.)
H. N. Stovin (Canada)

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

30,000,000 Living Within FM Reach

Growing Listener Response Is Claimed by FMBI

MORE than 38,000,000 people live within ample listening distance of at least one FM station operating on a regular schedule, according to results of a survey recently completed by FM Broadcasters Inc., national trade association of the high-frequency outlets. The study, conducted among the 17 commercial stations already on the air, also shows that they may hear programs that are from 60% to 100% exclusively FM.

Of the 17 stations, 15 of which are operated by standard broadcast stations, FMBI points out there is surprisingly little duplication of the programs heard over the AM parent outlets in the same area. The breakdown reveals that 89.6% of the FM programming is already exclusive with the duplication occurring largely with network and local shows demanded by listeners.

Listener Response

Although the FCC has authorized a total of 59 commercial FM stations so far, 42 are still in the construction stage. The other 17 are on the air in such cities as New York, Chicago, Milwaukee, Los Angeles, Detroit, Boston, Hartford, Pittsburgh, Nashville and in a large portion of New England.

Schedules of these stations range from 8 to 20 hours daily with 13½ hours as the average, according to FMBI's survey.

Growing listener interest on a steadily increasing scale is reported by the FM stations with public reaction, as evinced by the sales of receivers and fan mail, in an "enthusiastic and promising" stage. Widest set distribution, the FMBI research states, apparently has been undertaken by General Electric, Stromberg-Carlson and Zenith, all mentioned as leaders in 12 major markets.

WXYZ Changes

H. ALLAN CAMPBELL, general manager of WXYZ, Detroit, has announced the promotion of James G. Riddell, formerly WXYZ traffic supervisor, to assistant sales manager, and H. Earl Moore, formerly office manager, to studio manager. Lambert B. Beeuwkes, formerly of KYW, Philadelphia, also has joined WXYZ, as sales promotion and advertising director, and David H. Harris, of WOOD-WASH, Grand Rapids, Mich., as traffic and continuity chief.

Hartford Store's FM

TUCKEL'S RADIO & APPLIANCE Store, Hartford, Conn., on Oct. 12 started the second sponsored program heard on W65H, Hartford FM outlet. The half-hour recorded request feature was placed by Julian Gross Agency, Hartford. W65H's first commercial feature, sponsored by Watkins Brothers and featuring Otto Neubauer at the piano and solovox, started early in October.

FIRST COMMERCIAL FM contract in Philadelphia was penned last week by Samuel Feld (left), general manager of Adams Clothes Store, chain of men's furnishing stores in the Philadelphia area, with Benedict Gimbel, Jr., president of WIP, Philadelphia, and its FM adjunct, W49PH, soon to go into operation. In the background lending his smile of approval is Harry Dittman, head of H. M. Dittman Adv. Agency, Philadelphia, handling the Adams account.

PREMIUM TESTING

Sponsors Are Offered New Service by WLW

A PREMIUM testing service will be offered network and spot advertisers by WLW, Cincinnati, effective Nov. 15. Premiums will be submitted two weeks before the offer to a selected group of housewives chosen from the Consumers' Foundation and representing all economic classes.

The group will be asked to evaluate premiums and results of the pre-testings will be made available to advertisers using premiums. The service also "will include the privilege of cut-in announcements by network advertisers referring to premium appeals while all such announcements will not be considered as commercial copy in WLW continuity," the station announces.

New England F
Is Set For Hearin

Three Applicants Seeking t Same Class C Channel

THREE applications for the 4 mc. FM Class C channel in t New England area were designat for consolidated hearing when t FCC last Tuesday ordered the r quests of W65H, Hartford, W57 Schenectady, and Radio Voice New Hampshire Inc., Manchest N. H., to be heard jointly.

W65H, owned by WDRC, already the holder of a constr tion permit for a new FM stati on 46.5 mc., although W65H operating commercially on the f quency under a special authoriz tion, while W57A, General Electr owned, is permittee for an out on the 45.7 mc. channel.

Seek Choice Assignment

The application of The Rad Voice of New Hampshire Inc., l censee of standard broadcast st tion WMUR, Manchester, is f a construction permit for a ne Class C station on 43.5 mc., pr posing to cover an area of 20,2 square miles. W65H and W57 propose to serve 13,944 sq. mi. a 15,200 sq. mi., respectively, if the modifications are allowed. As a three are in the same service an the Class C assignment can o be granted to one.

The FCC at the same meetin dismissed petition of WDRC I against the Commission's grant last June 17 authorizing a ne Class C FM station to New Yo Municipal Broadcasting System 43.5 mc. However, on its o motion, the FCC ordered that t New York construction permit recalled and the permit reissu on the 43.9 mc. channel to serve t same 3,900 square mile area. A tion automatically changes the c letters from W35NY to W39NY.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., IN
Long Island City, N.Y.

AFM Walkout

(Continued from page 10)

d the British ambassador, and ce-President Henry Wallace. nce the symphony musicians are ployed as staff members of NBC New York, withdrawal of this oup would have cancelled the oadcast, with possible Govern- ental repercussions.

Mr. Petrillo lost another round his legal battle with the Ameri- n Guild of Musical Artists for risdiction over instrumental loists last week when New York preme Court Justice Julius iller granted the Guild's motion r examination of Mr. Petrillo be- re trial, ordering the musicians ion chief to appear in court Oct. and to produce books and records cessary for the examination. uild is suing to enjoin Mr. Pet- llo and his union for interefering threatening to interfere with GMA members.

Plough Spots

LOUGH Inc., Memphis (aspirin, reethem), is currently sponsoring thrice-weekly quarter-hour early orning program, titled *Musical lock* on 32 Don Lee stations, onday, Wednesday, Friday, 7:15- :30 a.m. (PST). Contract is for 2 weeks, having started Sept. 29. eries features recorded music ith light commentary by Bill avidson, Hollywood announcer. gency is Lake-Spiro-Shurman, emphis.

Elgin for 4 Weeks

LGIN WATCH Co., Elgin, Ill., hrough Wm. Esty & Co., New ork, on Dec. 5 starts for four eeks a series of Christmas pro- rams featuring Shirley Temple, hild film actress, on 70 CBS sta- ions, Friday, 10-10:30 p.m. (EST). eries will fill in for the four weeks' ayoff of Louella Parsons' *Holly- ood Premiere*, sponsored on that ist of stations by Lever Bros. Co. (Lifebuoy). Richard Marvin, agen- y radio director, negotiated the al.

Cosmetic Discs

ATIONAL TOILET Co., Paris, nn. (Nadinola cream), has start- a campaign of one-minute tran- ibed dramatized announcements days weekly on 21 southern tions: WOPI WALA WSFA ARK WMBR WQAM WFLA SB WWL KWKH WJDX WBT TMA WIS WMC KTSM KTRH OAI WTAR WRVA. Agency is oche, Williams & Cunnyngham, hicago.

We sell your product as you'd sell it yourself—person-to-person—sincerely — recommending it as one neighbor to another. And it gets results!

WIBW The Voice of Kansas in TOPEKA

THESE TWO performers recently entertained at the show staged by the Florence, S. C., Saddle Club. Astride the stalwart steed is Russ Holt, WOLS commercial manager.

MORE MANEUVERS

Seaboard Stations Aid in Plane Exercises

RADIO, which played a big part in the success of the initial test of the Aircraft Warning Service in the Oct. 10-16 test exercises on the Northeast Atlantic seaboard, will cooperate further during the week of Oct. 20 during the second phase of the civilian spotting exercises in the Southeast and later during maneuvers on the West Coast. The Northeast exercises indicated definitely that radio plays a headline part in aircraft defense, according to the War Department.

With most of the seaboard stations cooperating in issuing Army bulletins from the First Air Interceptor Command of the First Air Force, about 3,700 civilian observers in the Northeast area participated in the exercises. All three networks covered the exercises. NBC carried a quarter-hour two-plane shortwave stunt, opening and closing from the planes and stressing the part the Interceptor Command plays in fighting off air attacks.

CBS turned over its *Spirit of '41* feature to the exercises, making pickups from the information center, where warnings are received and charted, an observation post and an intercepting flight. MBS followed a similar plan, emphasizing the use of searchlight batteries during night operations.

Air Castle of the South
W
E
50,000 WATTS
CLEAR CHANNEL

Where Sales Multiply

WSM

NASHVILLE, TENNESSEE •

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

McCarthy, Fibber McGee Lead Hooper's Ratings

WITH all radio listening showing a sharp increase during the first part of October, Charlie McCarthy with a rating of 28.3 still heads the list of the "first 15" programs listed in the C. E. Hooper national ratings on evening programs, issued Oct. 16.

Second is Fibber McGee, whose ranking of 27.7 was achieved on the second broadcast of the fall series. Third place with a 25.6 rating went to the *Aldrich Family*, followed by Bob Hope with 25.4, as checked by Hooper on his second broadcast. Fifth on the list is *Coffee Time* and sixth is *Lux Radio Theatre*. Walter Winchell and Jack Benny, who battled for first place during May and June, now are seventh and eighth on the list, respectively. Following Benny are *Time to Smile, One Man's Family, Mr. District Attorney*, Major Bowes, Burns & Allen, Rudy Vallee and Kay Kyser.

More Lorillard

P. LORILLARD Co., New York (Old Gold cigarettes), will sponsor a new network show on a coast-to-coast NBC-Blue hookup starting Nov. 3, 7-7:30 p.m., with a repeat 11-11:30. No further details were set by the agency, J. Walter Thompson Co., New York, as BROADCASTING went to press. In addition, company on Oct. 15 started sponsorship of *Tony Wakeman*, a 1-5 p.m. six-time weekly recording and sports results program, on WINX, Washington.

5000 watts Day & Night *means* more listeners in the Intermountain Market for KDYL programs

KDYL

The POPULAR *Station*

Salt Lake City

NBC RED NETWORK

Representative: JOHN BLAIR & CO.

THREE SPOTS DAILY—ONE NIGHT TIME FOR A YEAR.

WMBG has run four spots daily for one client for a year this month. The contract is being renewed for another year; and additional time is also being negotiated for.

Why? Because WMBG got results.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 11 TO OCTOBER 17 INCLUSIVE

Decisions . . .

OCTOBER 14

NEW, J. E. Rodman, Fresno, Cal.—Granted CP new station 1340 kc 250 w unl. facilities to be vacated by KARM.

KVOO, Tulsa, Okla.—Granted modific. special service authorization unl. with 25 kw N directional 50 kw D on 1170 kc.

WFNC, Fayetteville, N. C.—Granted modific. license 250 w unl. shift 1450 kc.

DESIGNATED FOR HEARING—**W65H, Hartford,** applic. modific. CP new FM station 43.5 mc 13,944 sq. mi.; **W57A, Schenectady,** applic. modific. CP new FM station 43.5 mc 15,200 sq. mi.; **NEW, The Radio Voice of New Hampshire Inc., Manchester,** CP new FM station 43.5 mc 20,290 sq. mi. (all designated for consolidated hearing Class C frequency).

MISCELLANEOUS—**WDRC Inc., Hartford,** dismissed petition rehearsing against grant to W35NY. On FCC's own motion W35NY reassigned to 43.9 mc.

OCTOBER 15

NEW, Associated Broadcasters Inc., San Francisco—Granted CP new international station 6060 kc sharing with WCBX and WCRC, 9570 and 11870 kc with WBOS; 15350 kc with WRUL and WRUW; 17760 and 21610 kc unl., 100 kw.

DESIGNATED FOR HEARING—**W8XO, Cincinnati,** applic. CP transmitter changes increase 750 kw.

MISCELLANEOUS—W71RF, Rockford, Ill., denied petition modify CP; **KOB, Albuquerque, N. M.,** granted modific. special service authorization; **WIBG, Glenside, Pa.,** granted continuance hearing to 11-21-41; **WHAS, Louisville, Ky.,** granted petition dismissing application 840 kc 500 kw unl.; **KVOA, Tuscon, KGGM, Albuquerque, and KFVS, Sante Fe,** granted postponement hearing to 12-22-41.

Applications . . .

OCTOBER 13

NEW, New Jersey Broadcasting Co., Newark—Amend applic. CP new FM station 49.1 mc 5,580 sq. mi. 11,194,000 pop.

KTHS, Hot Springs, Ark.—Modification special service authorization 1 kw N 10 kw to LS simultaneous WBAL.

KOBH, Rapid City, S. D.—CP 1280 kc contingent on WTCN shift increase 1 kw N 5 kw N new directional, transmitter.

KXRO, Aberdeen, Wash.—CP change 1520 kc increase 1 kw install new transmitter.

NEW, Palo Alto Radio Station, Palo Alto, Cal.—CP new station 1370 kc 1 kw directional N.

NEW, The Associated Broadcasters Inc., San Francisco County, Cal.—CP international station 6140, 9570, 11870, 15210, 17760, 21540 kc 100 kw. Unl. on 17760 share other with WBOS.

WBRY, Waterbury, Conn.—Amended modific. CP to request 1590 kc omit power change equipment, etc.

WMBR, Jacksonville, Fla.—Amended applic. CP change 1460 kc directional N 5 kw.

WASK, Lafayette, Ind.—Amend modific. CP new station 1450 kc 250 w unl.

OCTOBER 16

W81PH, Philadelphia, Pa.—Modification CP new FM station to 46.5 mc.

WCOA, Pensacola, Fla.—CP change 1030 kc increase 10 kw N & D directional N.

KDNT, Denton, Tex.—CP equipment changes increase 250 w.

WPAX, Thomasville, Ga.—CP install new transmitter.

NEW, Truett Kimzey, Greenville, Tex.—CP new station 1400 kc 250 w unl.

WOLS, Florence, S. C.—Voluntary assignment license to the Florence Broadcasting Co.

WLOL, Minneapolis — Relinquishment ontrol by John P. Devaney, deceased, through increase capital stock 1,000 shares.

NEW, WHFC, Inc., Cicero, Ill.—Amend application CP new FM station 48.3 mc 10,800 sq. mi. 5,111,622 population.

KFXJ, Grand Junction, Col.—Amend applic. CP to 920 kc.

NEW, Aloha Broadcasting Co., Honolulu—CP new station 1340 kc 250 w unl.

Tentative Calendar . . .

WIBG, Glenside, Pa., modification license 990 kc 1 kw D ltd. Knoxville (Nov. 21).

HIGH COURT GRANTS APPEAL TO ASCAP

THE U. S. Supreme Court last Monday granted a review of the Washington anti-ASCAP case, Buck v. Case. Although no date was set, it was indicated that argument would not be heard for some weeks. The case was appealed after a three-judge Federal District Court in Washington had held ASCAP to be a combination in restraint of trade within the Sherman Antitrust Act, and that under the "clean hands" doctrine it could not invoke the aid of a court of equity to enjoin enforcement of the Washington anti-ASCAP law.

The Supreme Court also refused to review the decision of the New York Court of Appeals in Weber v. Opera on Tour Inc., on grounds that the record did not show that the Federal question presented by the petition for review was necessarily decided by the lower court.

The New York court had decided that a musicians' union does not have the right to induce the stagehands' union to order stagehands not to work for a touring opera company because it used recorded music and refused to hire musicians. In enjoining the acts of the musicians' union, the New York court decided that no "labor dispute" was involved within the meaning of the New York Anti-injunction Act.

A SPECIAL list of college songs, football marches and patriotic music has been released to radio by SESAC.

KVOA, Tucson, Ariz., CP 590 kc 1 kw unl direction D & N; **KGGM, Albuquerque, N. M.,** CP 590 kc 5 kw unl. directional N; **KVSF, Sante Fe, N. M.,** CP 1260 kc 1 kw unl (consolidated hearing, Dec. 22).

WBYN and ABTU Settle Differences on Oct. 10

STRIKE of the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers against WBYN, was settled the evening of Oct. 10, with the men returning to work that same evening, less than 36 hours after they had walked out at noon the previous day. Settlement was along the lines previously agreed to by station and union, it was reported, with the management submitting to ABTU demands that one employe, described by the union as "not a qualified technician in any sense of the word", be assigned to other work.

George Heller, executive secretary of the New York local of the American Federation of Radio Artists, sat in on the conference. AFRA will shortly begin negotiations with WBYN.

John Lapp, labor counsel for the Rural Electrification Administration, has agreed to arbitrate the differences between ABTU and CBS over wage increases for technicians at CBS M & O stations. No date had been set last week for Mr. Lapp to hear arguments.

NAM Case Arbitrated

COMPLAINT of Laurence Hammond against National Assn. of Manufacturers was settled last week by the American Arbitration Assn., which handed down a decision giving property and origination rights to the NAM for its NBC-Red program *Defense For America*, and upholding Hammond's claim for full payment as former producer of the series. The program will be discontinued Oct. 25 by the NAM upon notification from NBC, which is understood to have a prospective sponsor for the 7-7:30 p.m. period.

COMPLETE TESTING FACILITIES

PERFORMANCE CHARACTERISTICS OF LAPP RADIO INSULATORS ARE DEPENDABLE FACTORS

Lapp's contributions to radio broadcast engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete testing facilities. Equipment includes that for 60-cycle electrical, mechanical and ceramic quality testing, as well as that for determining characteristics of units at radio frequency—heat run, radio frequency flashover, corona determination and capacitance. A 1,500,000 lb. hydraulic press is used—for strength test of new designs, and for proof-test of every insulator before shipment. Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accounts
All time EST unless otherwise indicated

New Business

PLOUGH Inc., Memhpis (aspirin, Breethem), on Sept. 29 started for 52 weeks *Musical Clock* on 32 Don Lee stations, Mon., Wed., Fri., 7:15-7:30 a.m. (PST). Agency: Lake-Spiro-Shurman, Memphis.

YOUNG PEOPLE'S CHURCH of the Air, Philadelphia (religious), on Oct. 19 resumed *The Young People's Church of the Air* on 80 MBS, Sun., 4:30-5 p.m. Agency: Ivey & Ellington, Philadelphia.

Renewal Accounts

UNION OIL CO., Los Angeles (gas and oil), has renewed *Nelson Pringle's News* on 3 CBS Pacific stations, Mon. thru Fri., 7:45-8 a.m. (PST). Agency: Lord & Thomas, Los Angeles.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Nov. 14 renews for 13 weeks *Information Please* on 98 NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

PLANTERS NUT & CHOCOLATE Co., San Francisco, on Oct. 17 renewed for 52 weeks *What's On Your Mind* on 14 CBS Pacific and Transcontinental stations, Fri., 6-6:30 p.m. (PST). Agency: Raymond R. Morgan Co., Los Angeles.

Network Changes

LEVER BROS. Co., Cambridge (Rinso), on Oct. 8 added 15 stations to *Big Town*, now on 72 CBS stations, Wed., 8-8:30 p.m. Two of the new stations are KGMB, Honolulu, and KHBC, Hilo, which receive recordings of the broadcasts, repeating them three weeks after regular program. Agency: Ruthrauff & Ryan, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 21 adds 18 NBC-Red stations to Horace Heidt's *Treasure Chest*, making a total of 68 NBC-Red stations, Tues., 8:30-9 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

PARKER PEN Co., Janesville, Wis., (Quink), on Oct. 12 shifted transcribed *Walt Disney's Song Parade* on 78 MBS stations from Chicago to Hollywood, Sun., 3:30-3:45 p.m. (EST). Agency: Blackett-Sample-Hummert, Chicago.

BRISTOL-MYERS Co., New York (Minut-Rub), on Oct. 27 shifts *Up-to-the-Minute News* by Frank Bingman, on 8 NBC-Pacific Red stations, Mon., Wed., Fri., 3:45-4 p.m. to 4:45-5 p.m. (PST). Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Duz), on Nov. 3 substitutes *The Bartons* for *The Goldbergs* on NBC-Red, Mon. thru Fri., 11:30-11:45 a.m., and adds 11 stations, making a total of 47. Agency: Compton Adv., N. Y.

BARBASOL Co., Indianapolis (shaving cream), on Oct. 19 added six stations (WFBR WCAE KFEL WGRC WLOL WTHT) to *Gabriel Heatter*, making a total of 20 MBS stations, Sun. 8:45-9 p.m. Agency: Erwin, Wasey & Co., N. Y.

Discs for 150

EX-LAX Inc., Brooklyn (Jests, Ex-Lax, starting Nov. 8 will sponsor a two-hour disc-request program, Saturday evenings, 8-10 p.m. Titled *Life of the Party*, program has Don Phillips as m.c. Company is also in the midst of an extensive spot campaign on more than 150 stations. Joseph Katz Co., New York, handles the account.

Rockies Booklet

OCKY MOUNTAIN Radio Coun- consisting of colleges, univer- ies, parent-teachers' associations nd other educational groups in e Rocky Mountain area, for the urpose of coordinating education- l radio in that section, has issued 24-page booklet summarizing the tivities of the Council for the ar 1940-41.

Sex Talk

TINY ring-bound booklet titled "Small Talk About Sex" has been issued by WBBM, Chicago, to prospects for its sustaining *Every Woman's World* program [BROADCASTING, Sept. 29]. Booklet uses a light approach on biography of Lorraine Hall, commentator, and description of market with cartoon illustrations.

Minit-Rub Plans

DINAH SHORE will be the singing star of the new Bristol-Myers show for Minit-Rub to get under way Sunday, Nov. 2, 9:45-10 p.m. on 102 NBC-Blue stations [BROADCASTING, Oct. 6]. Under exclusive radio contract to Eddie Cantor who is heard for the same sponsor, Wednesday, 9-9:30 p.m. on NBC-Red, Miss Shore comes to the new show with the comedian's consent but will continue her role on the Cantor *Time to Smile* show. Name band which is also scheduled to be featured on the program has not yet been chosen. Agency is Young & Rubicam, New York.

WJHP

N·B·C BLUE

Now MUTUAL and BLUE at WJHP.
Here's Double Value in every minute.
WJHP is a must in Jacksonville.

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. E. DOHMAN, Mgr. N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

WJHP
JACKSONVILLE FLA.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

ineer—With first class license, draft status, and expected salary, at once. WSLB, Ogdensburg, New York.

ensed Operator—Voice adaptable announcing. Experience unnecessary. Prefer young married man draft exempt. State qualifiations, salary, picture. Rocky Mountain West. Box 27A, BROADCASTING.

bination Announcer-Engineer—Wanted by local network affiliated station. In detailed reply state age, experience, starting salary expected, present connection, references. Enclose recent snapshot. Box 28A, BROADCASTING.

lesman—Well established MBS affiliate, Southeast, offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced, aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 41A, BROADCASTING.

lesman—With confidence and ability to produce in a good market near New York. We want to sell time rather than announcements on a station programmed to refined tastes, specializing in good music. Perhaps the man for this job is currently employed but seeking a steady salaried position in which his earnings will reflect his ability. Give full details in first letter. All replies confidential. Our own employees know of this ad. Box 45A, BROADCASTING.

Situations Wanted

ROGRAM DIRECTOR, Excellent EXPERIENCE. Box 34A, BROADCASTING.

xperienced Announcer, Copywriter—Desires change from home town. Draft exempt. Box 37A, BROADCASTING.

orts Announcer—Now employed 50KW wishes connection to build real sports department. Box 40A, BROADCASTING.

rogram-Production Man—Fifteen years' experience. Now with CBS 5,000 watter. Wishes to make change. Box 31A, BROADCASTING.

cording Engineer—Ten years' experience with leading radio concerns (wax-acetate recording). Presently employed. Draft exempt. Go anywhere. Box 39A, BROADCASTING.

ea Man, Announcer — Narrator-writer wishes to identify himself with radio station where the accent is on 1942 radio requirements. Box 36A, BROADCASTING.

ommercial Manager-Manager — Proven sales record on local and national accounts. Managed regional and basic network stations—anxious to make permanent connection. Box 44A, BROADCASTING.

nnouncer — Good commercial, newscaster, Mutual and NBC Blue experience . . . married . . . now employed NBC Blue. Studio Control Operator. Good reason for wanting change. Box 43A, BROADCASTING.

Situations Wanted (Continued)

Announcer-Continuity Man — Dramatic student, former newspaper reporter, recording engineer, now employed large advertising agency, seeks place with small station. Draft exempt. Box 35A, BROADCASTING.

Station Manager — Available. Married, sober, reliable, age 37, twelve years experience from announcer up. Employed at present. Can go anywhere, however, prefer the south. Box 30A, BROADCASTING.

Young Woman — 28, 6 yrs. experience; newspaper background, wants radio career. Present position, program director 250 watt station. Experienced announcer woman's program, publicity, traffic, secretary. Will go anywhere. Box 38A, BROADCASTING.

Salesman Executive — Fourteen years in radio, newspaper; five in retail promotion, advertising; college degree, have equipped me to sell, write radio. At peak in present position. Want greater opportunity. Box 32A, BROADCASTING.

Station Owners — Do you need more economical, efficient, profitable operation? I may be the man to manage your station. Ten years experience on major statons and networks. Proven ability in Promotion and National Sales. Former Time Buyer for one of largest agencies. Former Producer of best known Major Network Programs. Well known in principal agencies. Interested only in network affiliate in good market. Services are not cheap, but will pay dividends. Available within thirty to sixty days. Best references. Box 33A, BROADCASTING.

Agency Radio Director—With strong sales, promotion, merchandising and publicity background wants responsible sales and/or promotion job with station or agency. CBS NY and Washington selling experience. 33, single. Box 46A, BROADCASTING.

Commercial Manager or Assistant—Excellent and successful background in business, and considerable experience in all phases of radio, announcing, writing, production, etc. Box 47A, BROADCASTING.

Wanted To Buy

Complete—Used equipment for local station. Write Box 26A, BROADCASTING.

250 Watt Used Transmitter — Frequency Monitor, Modulation Monitor, and 150-200 foot Tower. Box 29A, BROADCASTING.

1 KW Transmitter — Must be good condition. State make, price and length of service. Box 1120, Aberdeen, Wash.

For Sale

For Sale—Or Will Trade . . . Gates Limiting Amplifier . . . WMFF, Plattsburg, New York.

Truscon Tower—264 feet with three Lapp insulators, two years old, Station KFJZ, Ft. Worth, Texas.

For Sale—One 6B Western Electric 1 KW Transmitter complete in good condition. Further details write Box 42A, BROADCASTING.

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Industry to Present Radio-Press Case

FCC and Counsel Hold Sessions to Agree On Procedure

WITH plans being formulated for early presentation of testimony by industry witnesses, through the Newspaper-Radio Committee, the FCC's newspaper-ownership inquiry tumbled along to completion of the press association phase of the investigation last Thursday.

FCC witnesses are scheduled to be on the stand when the proceedings resume Thursday, Oct. 23, but conferences during the last week indicated the FCC is disposed to have the Newspaper-Radio Committee begin its case as soon as possible.

Conference Held

Counsel for the FCC and the industry held a half-day conference last Friday, acting upon a suggestion of the FCC that counsel get together to agree on a basic list of newspaper stations which could serve as the basis of statistical analysis. The suggestion came after a 40-minute conference Thursday morning, attended by the Commission en banc and counsel.

Another meeting of counsel is scheduled for Oct. 22, after which the FCC will set a date for the industry presentation. Participating in the conferences were Thomas E. Harris, FCC assistant general counsel; David D. Lloyd, head of the FCC newspaper investigating section; Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye and A. M. Herman, associate counsel of the Newspaper-Radio Committee; Louis G. Caldwell, counsel for WGN, Chicago.

At the Thursday session the FCC heard testimony of J. V. Connolly, president of King Features Syndicate, parent organization of INS, and Herbert S. Moore, president of Transradio News Service, last two witnesses in the press association phase of the proceeding.

Exhibits Identified

With Commissioner Paul A. Walker presiding, in the absence of Chairman Fly, who was attending a Defense Communications Board meeting, the Thursday morning session was given over to the concluding appearance of Mr. Connolly, who first testified at the inquiry during its opening days in July.

Questioned by FCC Special Counsel Marcus Cohn, handling the press association phase of the investigation, Mr. Connolly spent most of the morning identifying groups of Commission exhibits, covering correspondence between INS officials and newspaper and radio station executives.

Following his previous tack, Counsel Cohn introduced a series of exhibits indicating the apparent difficulties of radio stations in securing press association service in the face of local newspaper opposition [BROADCASTING, Oct. 13]. Mr. Connolly identified letters, telegrams and memoranda tracing development along this line during recent years in Bloomington, Ill., Savannah, Ga., Corpus Christi, Tex., and Des Moines.

Only One Side

Pointing out that FCC counsel was emphasizing cases where there was newspaper opposition, stemming from asset value agreements or exclusivity provisions contained in their contracts with news services, Mr. Connolly observed under cross-examination by Judge Thacher that the FCC did not ask for cases in which newspapers had waived asset value agreements to allow the press associations to serve radio stations.

Cross-examined by INS Counsel T. A. Brennan, Mr. Connolly stated when INS started its radio service six years ago, newspapers generally opposed the move from a competitive angle, considering both advertising revenue and circulation. "However, since then the experience of the use of news on radio stations has been such as to convince newspapers that radio's use of news helps rather than hinders circulation," he declared.

He said he thought the action of Associated Press in making its news service available to radio stations through Press Association has finally dispelled any telling newspaper opposition to extending service to broadcasters. He indicated that radio sales represent about a third of INS' receipts.

Moore Testifies

Herbert S. Moore, Transradio president, opening his half-day appearance, briefly sketched his newspaper experience leading up to founding Transradio in March, 1934. He said he has been majority stockholder since its organization. The press-radio agreement signalized the apparent end of independent news service for radio, Mr. Moore observed, pointing out that Transradio had been founded as a primary radio news service despite difficulties and considerable opposition growing out of the agreement.

Since its start, Transradio has been beset by hindrances, some traceable directly to rival press associations, he indicated. Citing the barring of radio correspondents from such places as the press galleries of the national and State capitols, Mr. Moore declared that despite these inconveniences and injustices, radio reporters finally won out after exercising "a little subterfuge" and perseverance. He pointed to organization of the radio press galleries in Congress as an outstanding achievement along this line.

Questioned by Counsel Cohn about alleged pressures exerted on foreign news services by the established American press associations, Mr. Moore said this definitely had been the case, to the detriment of Transradio and broadcasters, since as far back as 1934. He said such "pressures" had been brought on Havas, Reuter's and Exchange Telegraph Service.

RNA Organization

The editorial side of the operation of Radio News Assn., which he described as a wireless news service, is controlled by Transradio as a practical matter, Mr. Moore declared, although RNA otherwise operates as an independent entity, making its own contracts and selling its own service. He said 49% of its stock was owned by Transradio, with the remaining 51% distributed among a group of New York business and news men, including himself. RNA provides a complete news copy service, immediately usable for broadcasting, rather than skeletonized news, h commented.

Among exhibits identified by Mr. Moore was a compilation showin 111 stations served by Transradio 12 Transradio newspaper clients and 10 RNA station clients, as of June, 1941. Other exhibits included lists showing nine stations granted "exclusive privileges" by RNA since March 1, 1934 and 30 radio clients granted "exclusive privileges" by Transradio during the same period.

Responding to Counsel Cohn, Mr. Moore termed Transradio reports probably the "most listenable" from a broadcasting viewpoint. He cited several Transradio newsbeats, at the invitation of Counsel Cohn, commenting that while Transradio has had its share of scoops, it also has had more than its share of instances where it did not report incorrect facts on outstanding news stories, as he said had been done by some others.

Open Door Policy

Speaking of the 1935 damage suit brought by Transradio against NBC, CBS, INS, AP, UP and ANPA, stemming from alleged effects of the press-radio agreement, Mr. Moore said that the affair had been settled in 1937 with a cash payment of $125,000, with both networks agreeing to an "open door policy" regarding press services.

He declared that Transradio's policy is to discourage exclusive contracts, instead persuading the client to include in his contract "first refusal" provision covering exclusive service in his area.

Asked about alleged efforts the other news services to buy control of Transradio, Mr. M declared they had attempted thwart Transradio's development "a variety of ways", includin purchase of stock. He said th during its eight years Transra had averaged "just over in th black", although it has experien "some very severe losses".

When Counsel Cohn, through h line of questioning, led Mr. Moo into a discussion of two cases i Zanesville, O., and Nashville, Ten where newspapers took Transra service after they could get other because of opposition by t competing local papers, J Thacher arose repeatedly to ch lenge the propriety of bring into the record such cases, wh he said involved only a quarrel b tween two newspapers. Chairm Fly finally indicated to Coun Cohn that such cases could not b considered pertinent to the inquir

Mr. Moore then briefly recount situations in Baltimore, Buffal Indianapolis and Evansville, Ind in which radio clients of Tra radio cancelled their contra after local papers made "offers t attractive to turn down" to g newspaper publicity to the stat if it signed with AP, UP or IN as the case may be. He also bri reviewed Transradio's position the Greenville, S. C., situation.

STATION MANAGER
SID HIX

Drawn for BROADCASTING by Sid Hix

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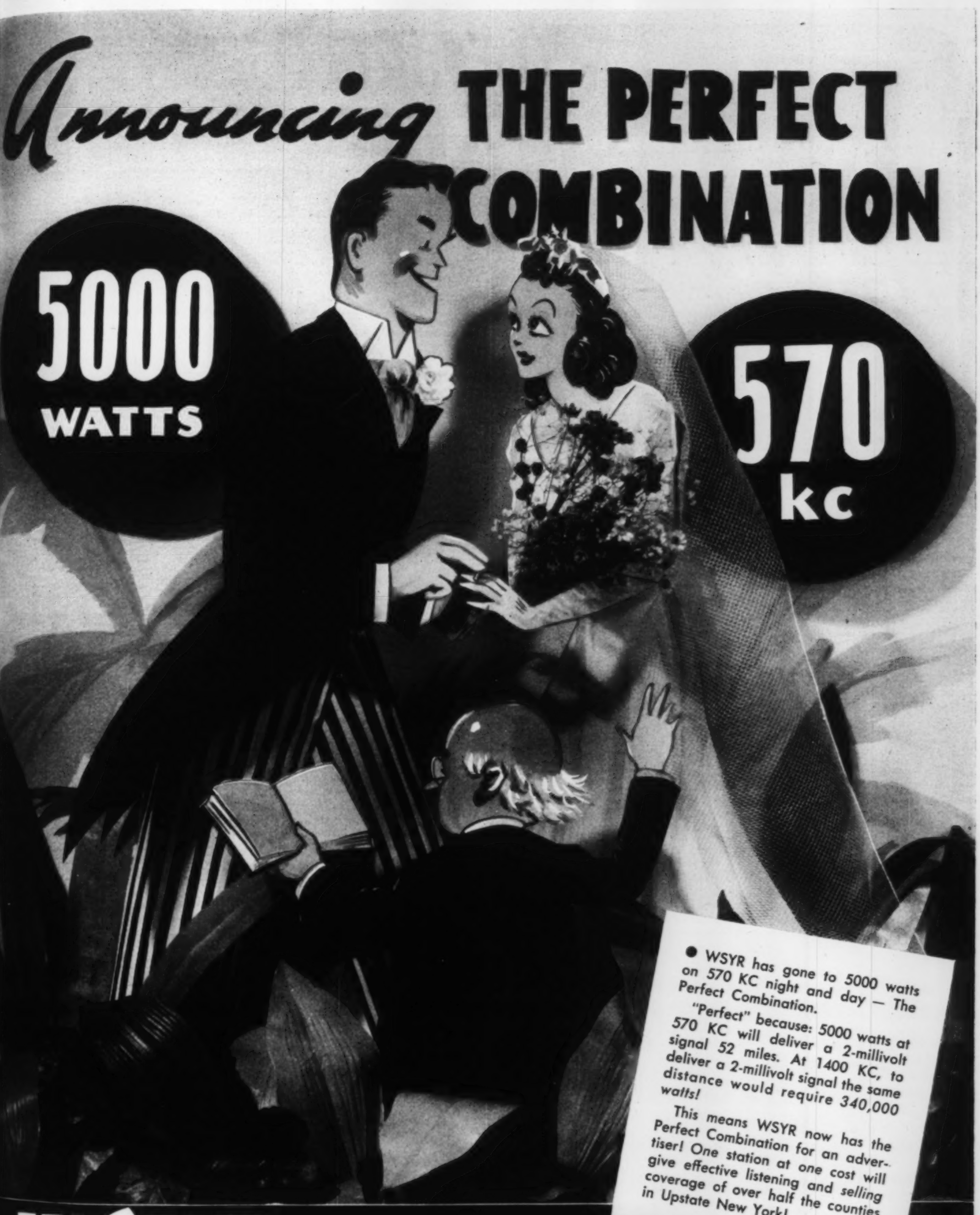

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